

Swiss youth are satisfied and see little need for reforms

Credit Suisse Youth Barometer
Switzerland

Final Report



Focus on self-development and balance

Fourth Credit Suisse Youth Barometer
on behalf of the Credit Suisse Bulletin 2013

Project team

Lukas Golder Political and Media Scientist

Claude Longchamp Political Scientist,
Lecturer at the Universities of Bern, Zürich and St. Gallen

Martina Imfeld Political Scientist

Cindy Beer Sociologist

Stephan Tschöpe Political Scientist

Philippe Rochat Political Scientist

Meike Müller Sociologist

Carole Gauch Political and Media Scientist

Andrea Kohli Specialist in German Studies

Table of Contents

1	SUMMARY OF KEY POINTS	3
2	INTRODUCTION	13
	2.1 Task and methodology	13
	2.2 The respondents	13
	2.3 The basic data	14
3	FINDINGS	15
	3.1 Profile: self-assessment vs. assessment of society/ country.....	15
	3.1.1 Interim summary	26
	3.2 Future – profession – education: clear ideas, but job not the focal point	26
	3.2.1 Interim summary	29
	3.3 Communication: lifestyle and trends	30
	3.3.1 Interim summary	34
	3.4 Trust in the government and problems	35
	3.4.1 Interim summary	37
	3.5 Special issue: ban on night sales of alcohol.....	38
	3.5.1 Interim summary	41
4	SUMMARY	42
5	APPENDIX	44
	5.1 gfs.bern-Team	44

1 Summary of key points

Objectives and methodology

The Credit Suisse Youth Barometer aims to give an insight into the lifestyle and views of 16 to 25 year-old residents of Switzerland. For the 2013 survey, special self-assessment questions were asked in order to be able to draw up a profile of Swiss youth. Because of the high online affinity of the young people, the survey was carried out online, the participants being recruited in different ways. The online questionnaires themselves were carried out between April and May 2013. To obtain the basic data, 1025 Swiss residents aged between 16 and 25 from all three regions of Switzerland were surveyed. The evaluations are based on a weighted data set which optimizes the sample structure in terms of gender, education and language region.

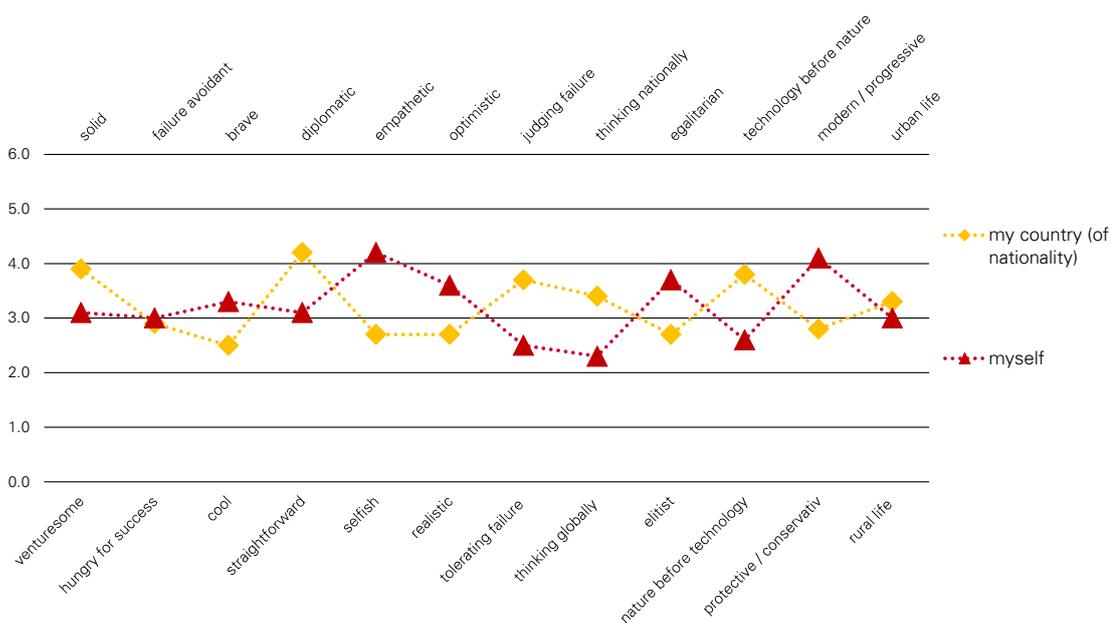
Profile: self-assessment vs. assessment of society / country

Young Swiss people see themselves in particular as caring, modern, willing to make changes and globally orientated. They describe themselves as rather egalitarian, optimistic and failure-tolerant. Respondents described themselves as courageous rather than careful, but are not particularly fond of taking risks, or hungry for success or direct.

Switzerland itself, in the opinion of the 16 to 25 year-old Swiss residents, is in particular a diplomatic and stable country. It is seen as rather condemning of failure and nationalistic. The biggest differences between the self-assessment and the assessment of Switzerland are found on the "caring/egoistic" and "modern/conservative" axes and as regards the question of giving priority to technology or nature.

figure 1

Evaluation Characteristics Switzerland



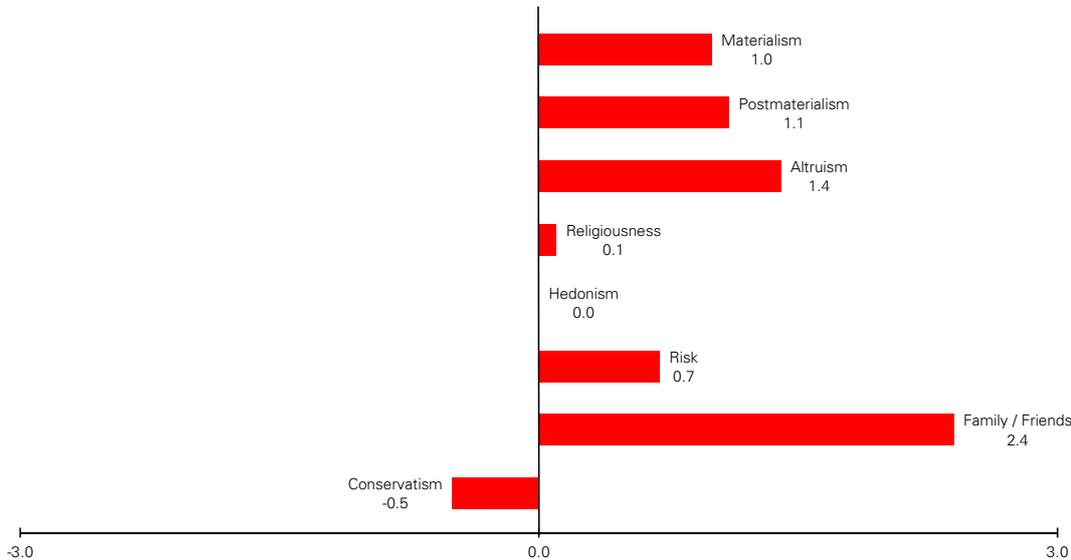
© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Based on the new questions on their values and views of life, indices were formed to show the young people where they are positioned in a value system. Central values are materialism and post-materialism. Altruism likewise plays a relatively big role, whereas religion or even hedonism is not very widespread. There is some risk affinity, with only a slight lean towards conservatism among young Swiss people. The strongest focus of young Swiss people is on family and friends.

figure 2

Values Switzerland

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



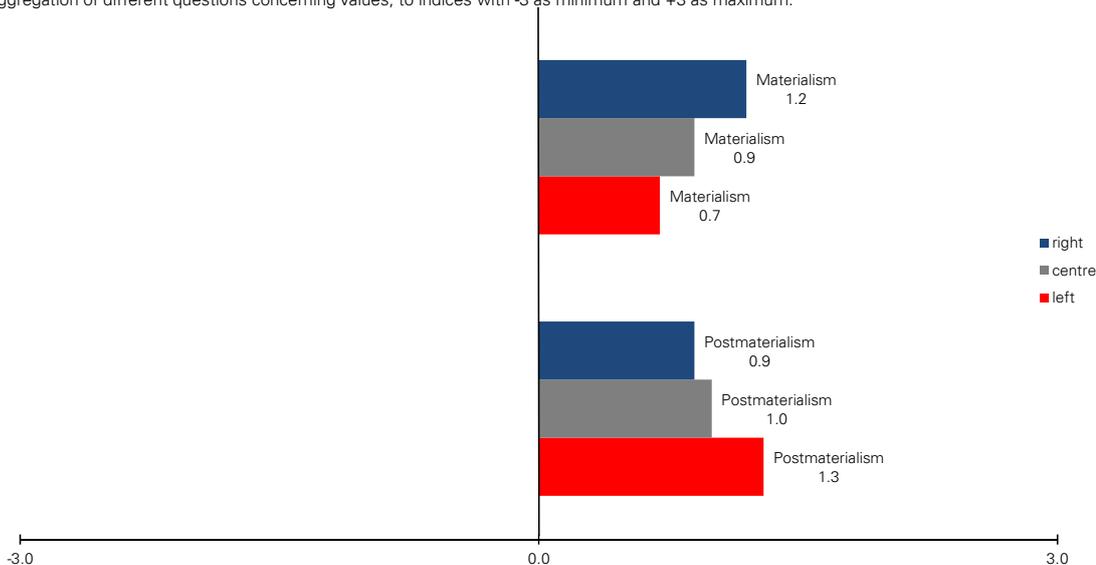
© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Interpretation aid: The scale of values ranges from von -3 to +3. The minus range defines the values that people do not orientate themselves towards. Here for example "Conservatism". On the positive side are the values towards which they orientate themselves. An average value of 0 to 1 shows a rather weak to average orientation, whereas an average value of 1 to 2 indicates average orientation. The indices are a summary of different value questions which are listed in Table 2.

figure 3

Values Switzerland: Materialism & Postmaterialism According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



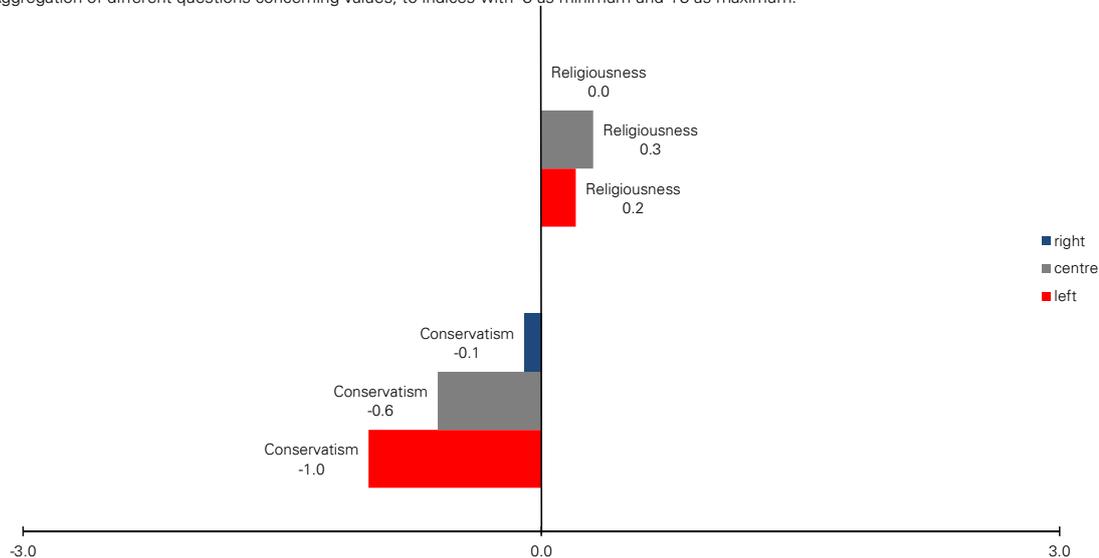
© gfs.bern, youth barometer, April/May 2013 (N CH = 1025)

As regards the three most important points of orientation, there is a striking degree of segmentation along political lines. Left-wingers are more post-materialistic, altruistic and less conservative, whereas right-wingers place more weight on materialism than on post-materialism and are rather more conservative.

figure 4

Values Switzerland: Religiousness & Conservatism According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



© gfs.bern, youth barometer, April/May 2013 (N CH = 1025)

Future – profession – education: clear views, but profession not the focal point

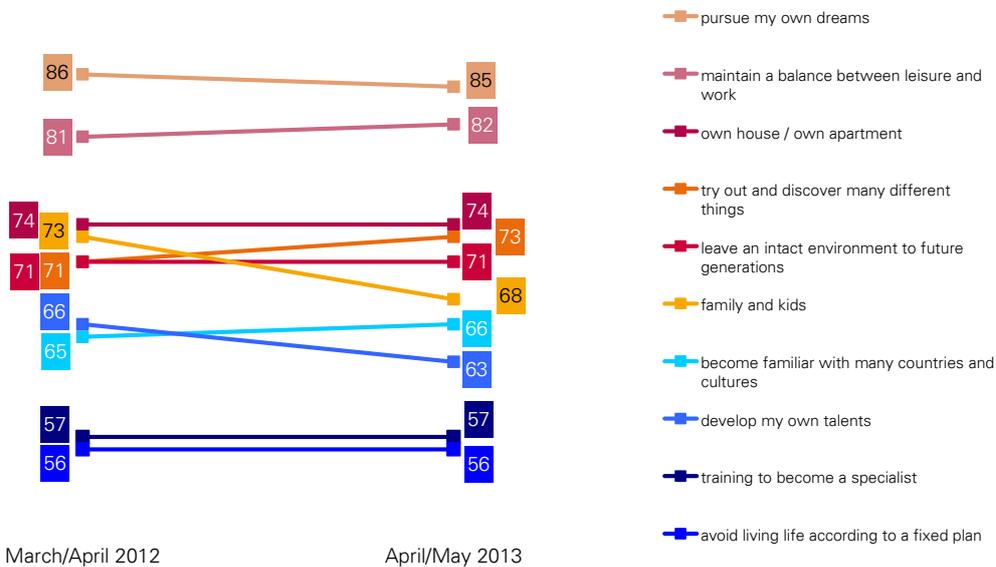
Pursuing their dreams and maintaining a balance between job and leisure time remain important to young Swiss people. They aspire to having their own house or apartment and, even more so than last year, wish to try out different things. Swiss youth want to get to know many different countries and cultures. Developing their own talents also remains important, even though within the sample error this is becoming less relevant. 57 percent of the young people either definitely want subject-specific training or tend to want it. On the other hand, 56 percent do not want to live their life in accordance with a rigid plan. The percentage who aspire to having a family with children has dropped by 5 percent and in 2013 was 68 percent.

figure 5

Trend Life Goals (1)

"When you think of your life goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns your life takes?"

in % inhabitants between 16 and 25 years, sum of definite & likely goal



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

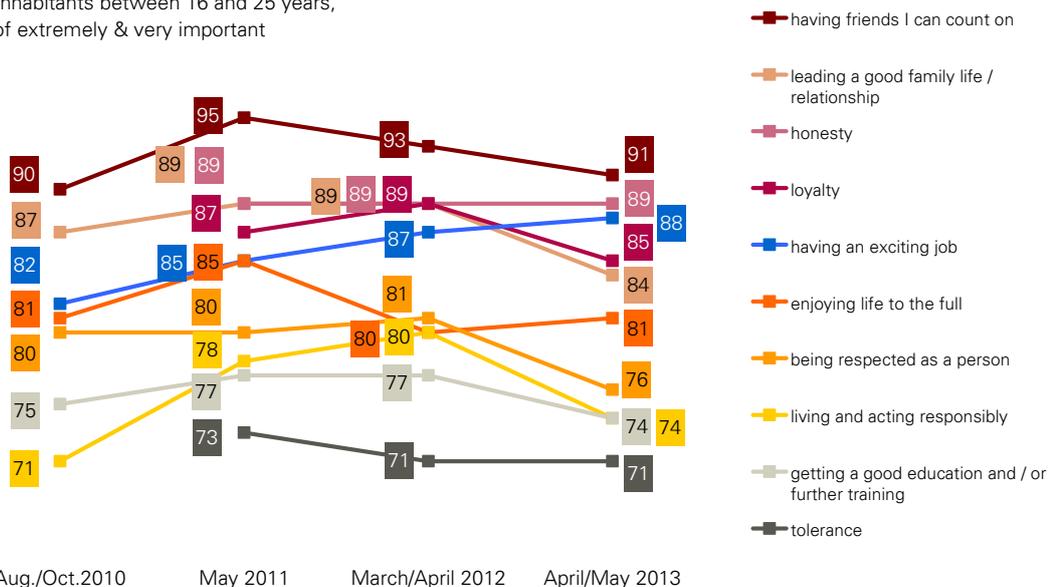
This tendency is also apparent when one considers that a good family life or a good partnership are now seen as less relevant. Compared to last year, it is less important to young people to be respected as a person and to live and act in a responsible manner. Honesty however remains an important word. One's profession is also of central importance, the focus being on achieving a balance between leisure time and work.

figure 6

Trend Ideas of Life (1)

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"

in % inhabitants between 16 and 25 years, sum of extremely & very important



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

If we consider agreement with statements concerning future plans we see here too that the young people like to try out many different things and want to

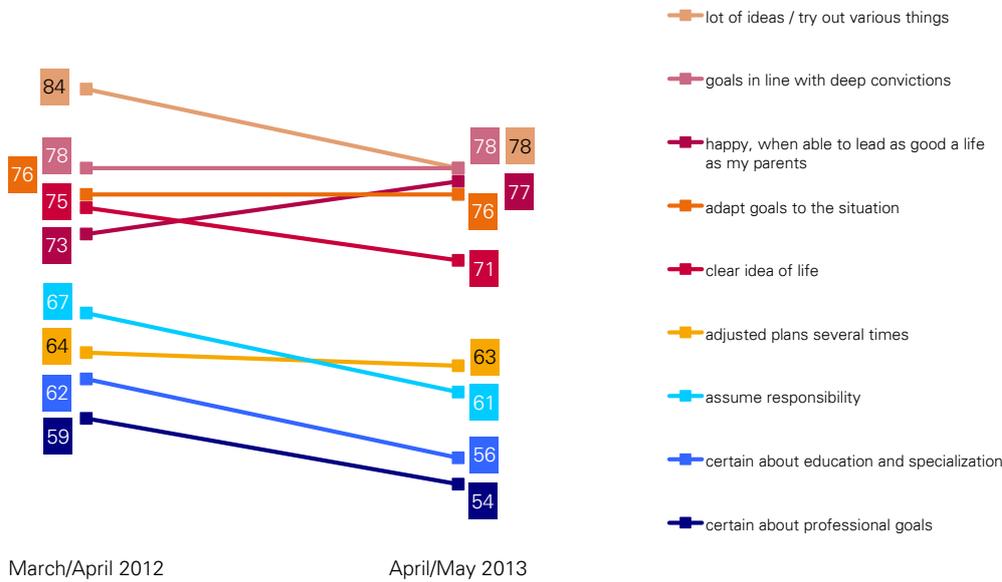
pursue their own ideas. They wish to keep their aims as flexible as possible, a fact also reflected in the reduced percentage figures for those with a clear perception of their future, assured training and further education and clear career objectives.

figure 7

Trend Statements Plans for the Future (1)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

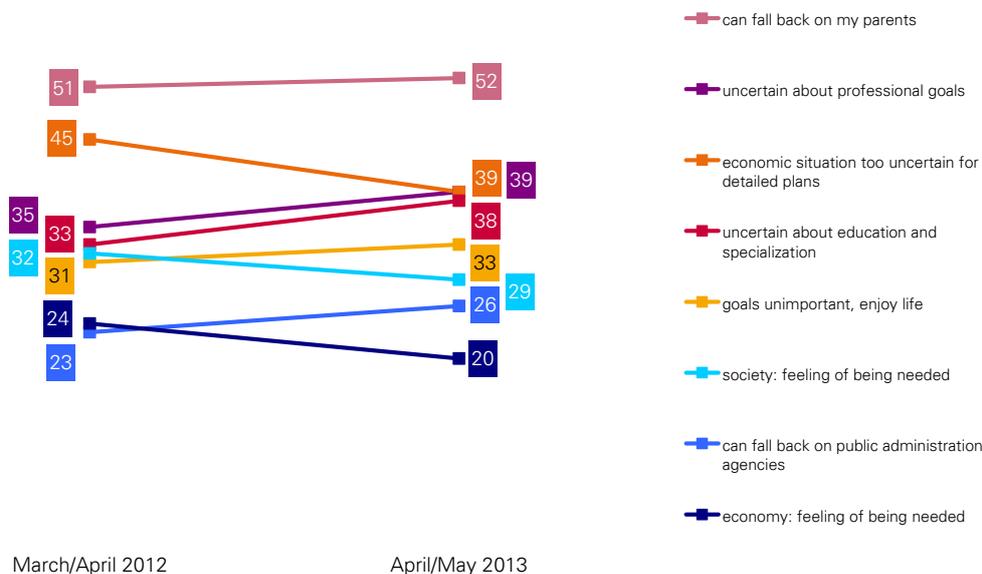
Accordingly, there is more agreement with the statements that training and further education are uncertain, that career objectives are unimportant and that the most important thing is to enjoy life.

figure 8

Trend Statements Plans for the Future (2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Communication: lifestyle and trends

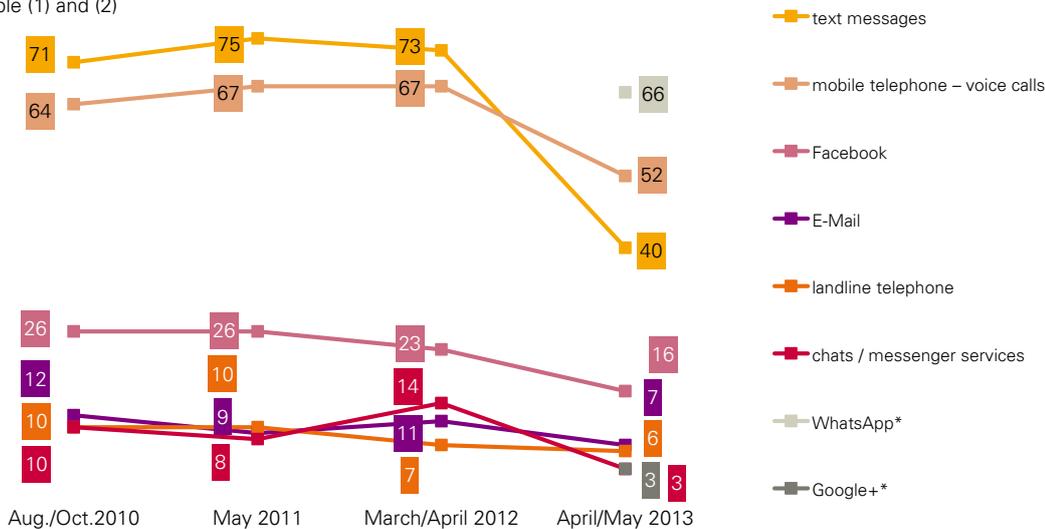
While having friends continues to be very important, the communication channels used change rapidly depending on trends. Compared to last year, text messaging (SMS) for example has become considerably less relevant whereas WhatsApp – surveyed for the first time – jumped straight to the top of the list. Mobile telephones are still in second place, but have become less important. This also explains the drop in chat/messenger services, as WhatsApp appears this year as a separate question. Facebook continues to become less relevant as a contact medium.

figure 9

Trend Ways to Contact Friends

"What ways do you use to contact your friends? Please list the types of media used for keeping in touch with your friends in the order of importance."

in % inhabitants between 16 and 25 years, most important media for contacting people (1) and (2)



*polled since 2013

© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

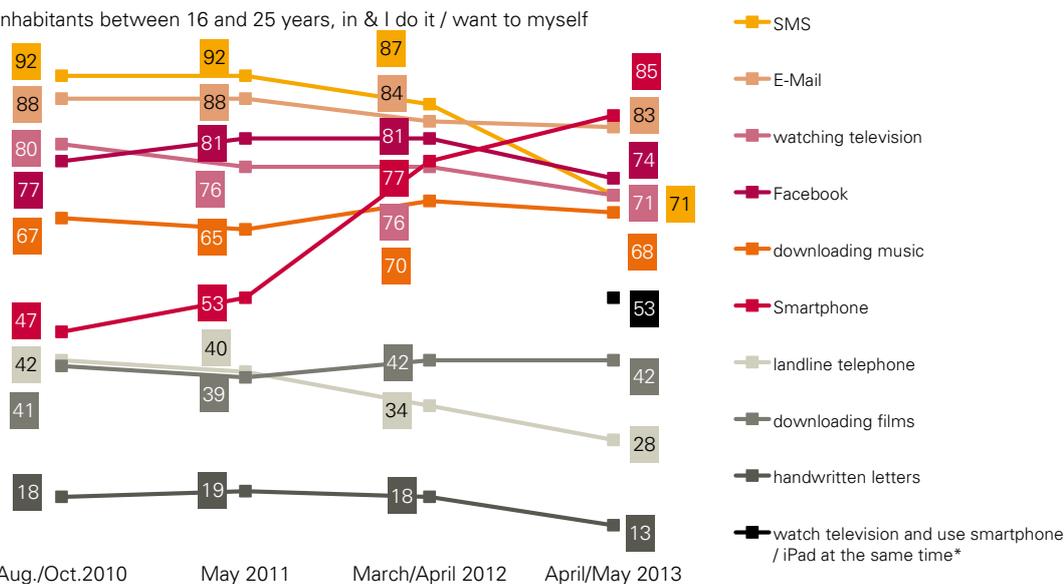
The general communication trends point to the increasing relevance of smartphones, which also explains the widespread use of WhatsApp. At the same time text messaging (SMS) is becoming less important, as already clearly indicated in the question on contact media. For the first time the young people were also asked if they use several media at the same time. More than half said they use their smartphone or iPad together with a switched-on television. Facebook is still popular and still used, but increasingly less so. Already 58 per cent consider Facebook as a passing trend.

figure 10

Trends All Areas of Life: Communication

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants between 16 and 25 years, in & I do it / want to myself



*polled since 2013

© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

Trust in the government and problems

There are no indications of revolt among young people in a political sense. Trust in the Swiss state is there and the tendency is for it to increase. For the first time ever more than half of the young people interviewed are of the opinion that the policies of the government and the administration seldom fail where decisive issues are concerned.

This trust is also clearly reflected in the statements concerning the need for reforms in Switzerland. Only 4 percent are firmly of the opinion that the political system in Switzerland needs reforming. 38 percent of the 16 to 25-year olds either completely or partly disagree with this statement.

When asked directly about Swiss problems, the 16 to 25-year old Swiss residents said problems concerning in particular foreigners, their integration and personal freedom of movement were increasing. When asked directly about the issue of foreigners however, compared to last year there was no change in the view that the problems have increased and that in their personal lives their experiences with foreigners remained positive.

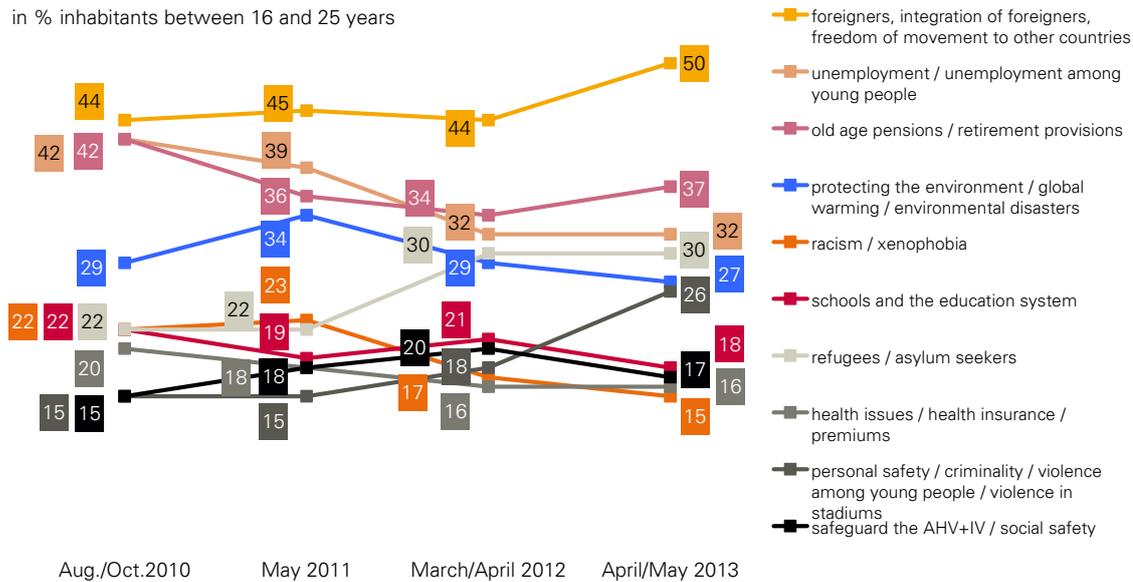
On a lower level but increasing, there is a perception of the problems in the field of crime, personal safety, youth violence and violence in stadia.

figure 11

Trend Five Most Important Problems (1)

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Switzerland's greatest problems."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

Special issue: ban on night sales of alcohol

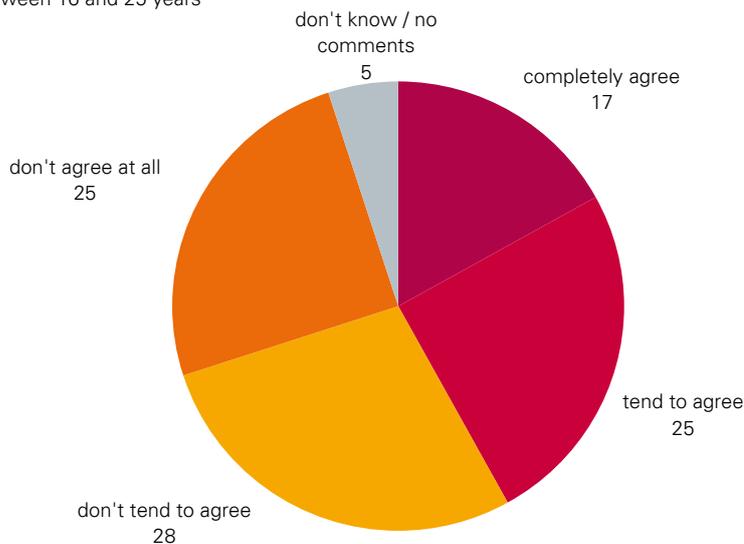
17 percent of the young people in Switzerland agree entirely with the ban on selling alcohol between 10pm in the evening and 6am in the morning, 25 percent tend to agree with it. The majority however do not agree, a quarter of them not at all.

figure 12

Night-time Prohibition of Alcohol

"Do you completely agree, tend to agree, don't tend to agree or don't agree at all with the prohibition of alcohol between 10pm and 6am?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

The majority of respondents are of the opinion that they will find a way to get round the ban. 42 percent consider a price increase a more effective way to minimize alcohol consumption among young people. Approximately one third of the respondents however say that restricted selling times are definitely required. However, only 9 percent think that their own alcohol consumption will go down as a result.

figure 13

Statements Night-time Prohibition of Alcohol

"We collected some statements about the prohibition of alcohol between 10pm and 6am."

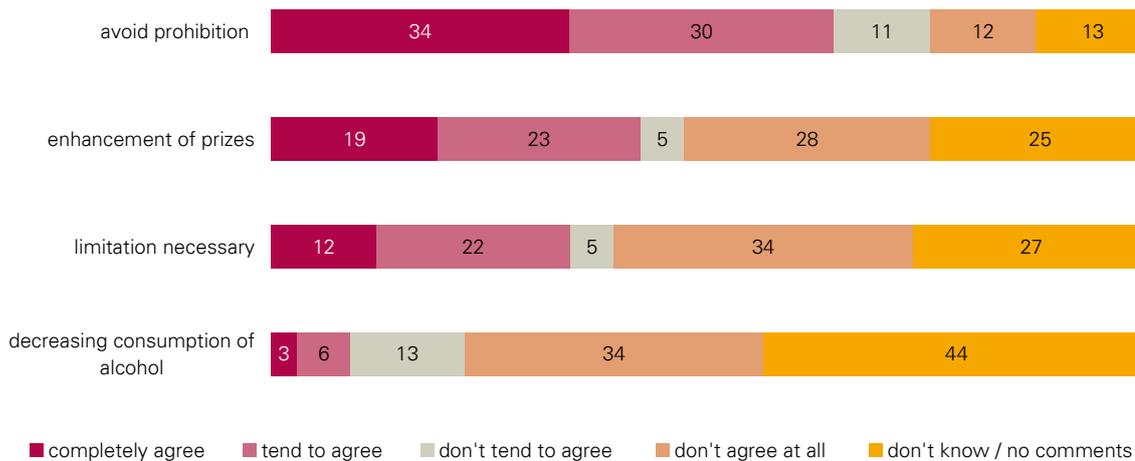
avoid prohibition "My friends and I are going to find ways to avoid the prohibition."

enhancement of prizes "An enhancement of prizes would be more effective to minimize the consumption of alcohol among young people."

limitation necessary "A limitation of the selling time is necessary to reduce the consumption of alcohol among young people."

decreasing consumption of alcohol "My consumption of alcohol would decrease with it."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Theses

For the discussion with the customer we have formulated the following six hypotheses:

Thesis 1

The mainstream of Swiss young people remains strongly orientated towards family and friends. At the core of their value system however, the orientation towards material and post-material values plays a big role, with clear differences emerging between the different milieus. Left-wingers attach more importance to post-materialism. Right-wingers combine materialism with a slight degree of conservatism.

Thesis 2

In questions concerning their future, young people in Switzerland are currently slightly less sure, with job or training in this phase of their life being very important and tending to become even more so. Whether profession, training or family planning, the important thing is to maintain a balance.

Thesis 3

The young people are well-disposed towards Switzerland. They would prefer to work in Switzerland, are proud of Switzerland and do not believe that reforms to the political system are needed.

Thesis 4

Among the current problems, issues concerning foreigners, their integration and personal freedom of movement clearly dominate. Violence and personal safety are also issues which increasingly preoccupy young people. At the same time, material problems such as unemployment and retirement pensions are important. Post-material challenges such as environmental protection do indeed count among the important problems, but are however more long-term.

Thesis 5

Trends today are strongly influenced by communication media and are in flux. Smartphones and WhatsApp are becoming more important, whereas the role of Facebook seems to be declining.

Thesis 6

A ban on night sales of alcohol is rejected by a majority of the young people. A majority do not see any need for it and two-thirds are convinced that they will find ways to circumvent the ban.

2 Introduction

2.1 Task and methodology

The fourth Credit Suisse Youth Barometer aims to give an insight into the lifestyle and views of 16 to 25-year olds living in Switzerland. The following specific areas are of most interest:

- What sort of life do the young people want and what are their hopes? What concerns do they have?
- How do young people live together, what do they do when they go out? How do they get on with different groups? How do they feel about foreigners, equality and older people?
- What is the spirit of young people in different walks of life? What is "in" and what is "out"? How active are the young people of today?
- How do young people find out about things and what channels do they use for inter-personal communication? What media do young people use and what content are they interested in?
- Other interesting areas are education, work, profession and finances: how happy are young people with their work and how do they handle their money? What would young people do with an unexpected influx of money?
- This year the Swiss young people were asked their opinions on the special issue of alcohol consumption and a night ban on alcohol.

In the future, these questions will be asked every year to give a picture of developments over time. This should be important above all in terms of perception of trends, where a certain level of dynamics can be expected. Such trend observations were possible in 2012 for the first time as we had three measurement points. The four measurement points now available thus allow a reliable interpretation of trends,

The questionnaire was developed based on research by gfs.bern, with some input from the 15th Shell Youth Study. In 2010, multiple expert interviews and, finally, several interviews with young people from different educational backgrounds and different regions of Switzerland were added. The questionnaire resulted from these interviews, the customer's wishes and the inputs from comparable youth studies.

2.2 The respondents

Various social science definitions can be applied to young people. Generally, those aged between 13 and 21 are defined as "young". We have aimed the questionnaire at people who are three to four years older. This can be explained both by the fact that the average education is taking an increasingly long time and also by the aim of the study to focus on the period after mandatory schooling and on education and career choice - which also explains why the lower limit for the survey was 16.

In the following, we will therefore be using the term "young people" to describe 16 to 25 year-olds living in Switzerland.

2.3 The basic data

We opted for an online questionnaire because young people have a high affinity with the internet. Due to the experiences of the previous year, some of the respondents were recruited early on by telephone on a random selection basis. However, as was the case last year, it was not only difficult to contact the target group but it was also difficult to convince them to participate. The incentives used (cinema voucher plus participation in a draw for an iPad) were a big help to motivate the young people to take part. Furthermore, some of the respondents from last year declared their willingness then to take part again in 2013. These people form a panel which, as part of the random sample, was included in the evaluations. Due to a combination of telephone recruiting and recruiting on the street, the snowball process and the panel it was possible to recruit the number of respondents aimed at for 2013 without any great additional effort. This combined recruiting procedure has proved its worth and the incentives offered were appreciated by the respondents.

Sample distortions caused by the combination of different recruiting methods used were corrected by means of weighting factors. The evaluations are thus based on a weighted file with optimization of the structure of the random sample with regard to gender, education and language region. The study is comparable with the first three surveys in 2010, 2011 and 2012.

The online questionnaires themselves were carried out between April and May 2013. To obtain the basic data, 1025 Swiss residents aged between 16 and 25 from all three regions were surveyed.

table 1

Short technical report of all survey years of the youth barometer

Survey year	1st year - 2010	2nd year - 2011	3rd year - 2012	4th year - 2013
Country	Switzerland	Switzerland	Switzerland	Switzerland
Period	30 August-31 October 2010	16 March-4 May 2011	5 March-17 April 2012	3 April-6 May 2013
Interview languages	German, French, Italian	German, French, Italian	German, French, Italian	German, French, Italian
Selection method	Layered random selection based on various procedures, partially as (external) panel	Layered random selection based on various procedures, partially as (internal) panel	Layered random selection based on various procedures, partially as (internal) panel	Layered random selection based on various procedures, partially as (internal) panel
Survey type	Online survey	Online survey	Online survey	Online survey
Basic population	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25
Data sources	Online panel (external): n = 370, CATI / snowball method: n = 641	Panel: n = 364, CATI / snowball method / on-street recruitment: n = 648	Panel: n = 570, CATI / snowball method / on-street recruitment: n = 430	Panel: n = 590, CATI / snowball method / on-street recruitment: n = 435
Sample	N = 1011	N = 1012	N = 1000	N = 1025
Theoretical sample error	3.1 percentage points at 50/50	3.1 percentage points at 50/50	3.2 percentage points at 50/50	3.1 percentage points at 50/50
Average duration (content questions)	35 minutes	38 minutes	36 minutes	36 minutes
Weighting	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)
Incentives	a cinema ticket, prize draw for three i-pads	a cinema ticket, prize draw for three i-pads	a cinema ticket, prize draw for three i-pads	a cinema ticket, prize draw for three i-pads
Client	Credit Suisse	Credit Suisse	Credit Suisse	Credit Suisse
Publication	Credit Suisse Bulletin	Credit Suisse Bulletin	Credit Suisse Bulletin	Credit Suisse Bulletin

© gfs.bern, Credit Suisse Youth barometer, April/May 2013

3 Findings

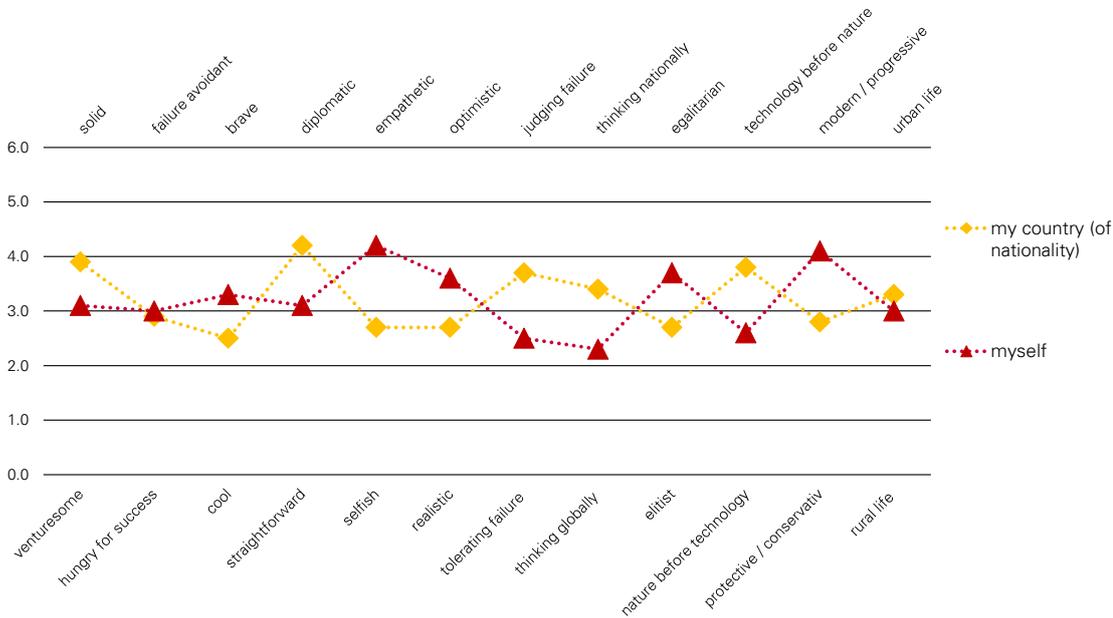
3.1 Profile: self-assessment vs. assessment of society / country

Young Swiss people see themselves above all as caring, modern, willing to make changes and globally orientated. They describe themselves as egalitarian, optimistic and failure-tolerant. If we look at the four axes "willing to take risks – reliable", "hungry for success – avoid failure", "level-headed - courageous" and "direct- diplomatic" we see that the 16 to 25-year olds living in Switzerland do not present any clear profile. A slight majority of them may be on the courageous side, they are however not particularly willing to take risks or hungry for success or direct.

The young people describe Switzerland as a diplomatic and stable country. It is seen as rather condemning of failure and nationalistic. In their opinion, Switzerland and Swiss society tend to give technology priority over nature, the greatest obvious differences between self-assessment and assessment of Switzerland being in this point and on the "caring/egoistic" and "modern/conservative" axes. In the question of how to deal with failure there is also a difference in the profile, with Switzerland seen as tending to condemn failure. The 16 to 25-year olds living in Switzerland are united in the opinion that they themselves and the country Switzerland stand for urban and rural life in equal measure.

figure 14

Evaluation Characteristics Switzerland



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

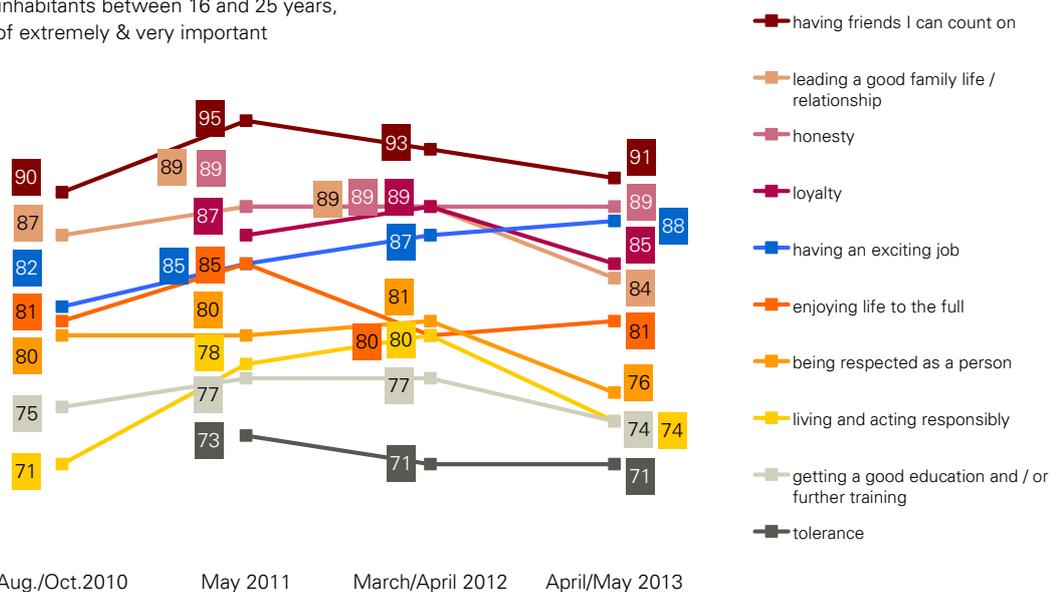
The most important perceptions of life among young Swiss people are slightly less strongly moulded by family and friends than they were at the beginning of this series of questionnaires. Friends – the peer group – continue to be very important, followed by honesty and, clearly on the increase, a profession. Loyalty and a good family life/a good partnership now follow in fourth and fifth positions, 16 to 25-year olds living in Switzerland tend to attach more importance to enjoying life to the full, accordingly it today seems less important to them to live and act in a responsible manner. It is also less important to young people to be respected as a person than it was last year. Honesty remains a very important word.

figure 15

Trend Ideas of Life (1)

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"

in % inhabitants between 16 and 25 years,
sum of extremely & very important



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

In 2013 for the first time the statements on their views on life and new questions concerning values were taken together in order to portray a value system for young Swiss people. How do young Swiss people feel about materialism, post-materialism, altruism, religion, hedonism, risk-taking, family/friends and conservatism? The maximum mean value of the indices is +3 and the minimum mean value is -3. The following table shows which questions the respective indices were formed from:

table 2

Value system - Index Basis

Materialism	lots of money, views on life	have a career, views on life	achieve goals with hard work, views on life		
Postmaterialism	protect the environment, views on life	imagination / creativity, views on life	put nature ahead of technology vs. technology before nature, personal		
Altruism	help disadvantaged people / charity work, views on life	tolerance, views on life	fight abuse / injustices in the world, views on life		
Religiousness	live according to religious/spiritual values, views on life				
Hedonism	look good, views on life	be desired, views on life	sexual experiences, views on life	sports success, views on life	selfish vs. caring, personal
Risk	willing to take risks vs. reliable, personal	hungry for success vs. avoid failure, personal	exciting job, views on life		
Family / friends	good family life / relationship, views on life	reliable friends, views on life	honesty, views on life	loyalty, views on life	
Conservatism	nationally vs. globally oriented, personal	conservative vs. modern, personal	rural life vs. urban life, personal		

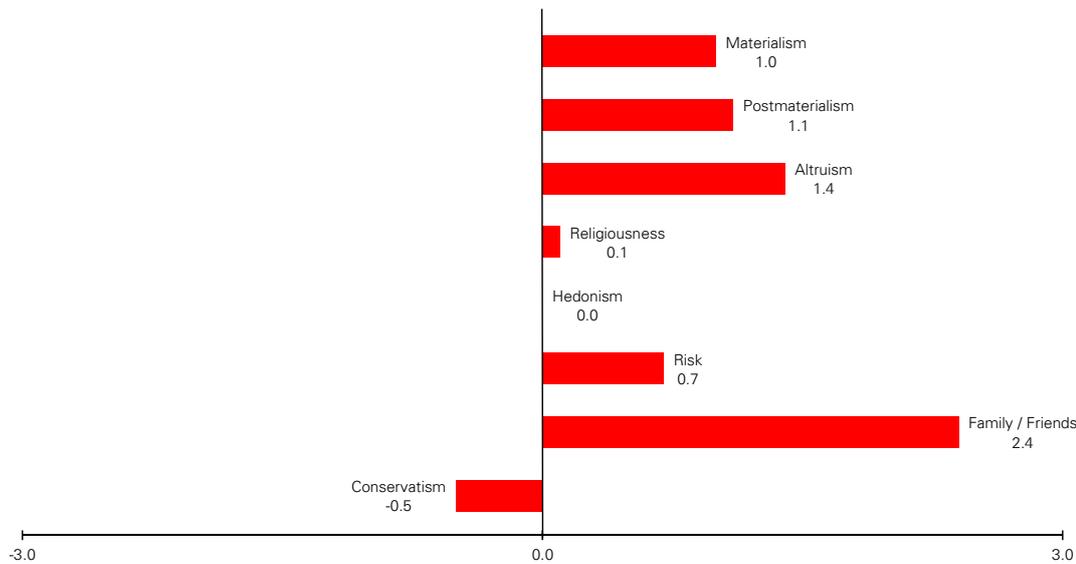
© gfs.bern, Youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

Materialism and post-materialism are central values. Young Swiss people are equally strongly orientated in both directions, the relevant importance of post-materialism being high in comparison to other countries. Altruism also plays a relatively big role, whereas religion or even hedonism is not very widespread in Switzerland. At 0.7 there is some risk affinity, while the mainstream of young Swiss people is only very slightly conservative-orientated. The strongest orientation is towards family and friends. Despite a slight drop in importance, a close circle of friends and the peer groups are still particularly important in this phase of their life.

figure 16

Values Switzerland

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

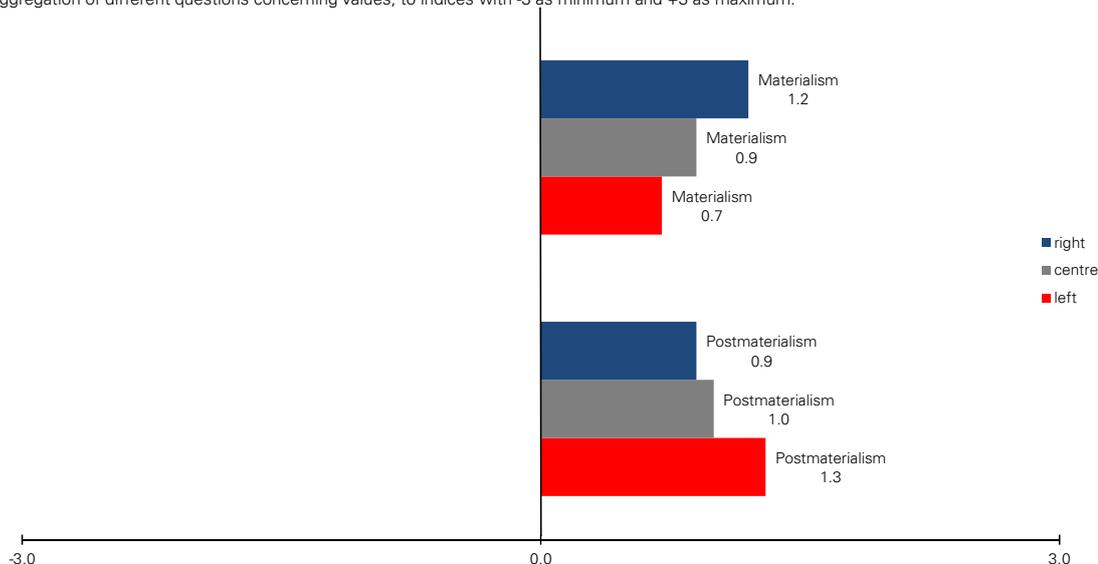
Interpretation aid: The scale of values ranges from von -3 to +3. The minus range defines the values that people do not orientate themselves towards. Here for example "Conservatism". On the positive side are the values towards which they orientate themselves. An average value of 0 to 1 shows a rather weak to average orientation, whereas an average value of 1 to 2 indicates average orientation. The indices are a summary of different value questions which are listed in Table 2.

It is very noticeable that the most important orientations are segmented along political lines. Left-wingers for example are more noticeably post-materialistic; right-wingers on the other hand are more materialistic. The differences however are not striking.

figure 17

Values Switzerland: Materialism & Postmaterialism According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



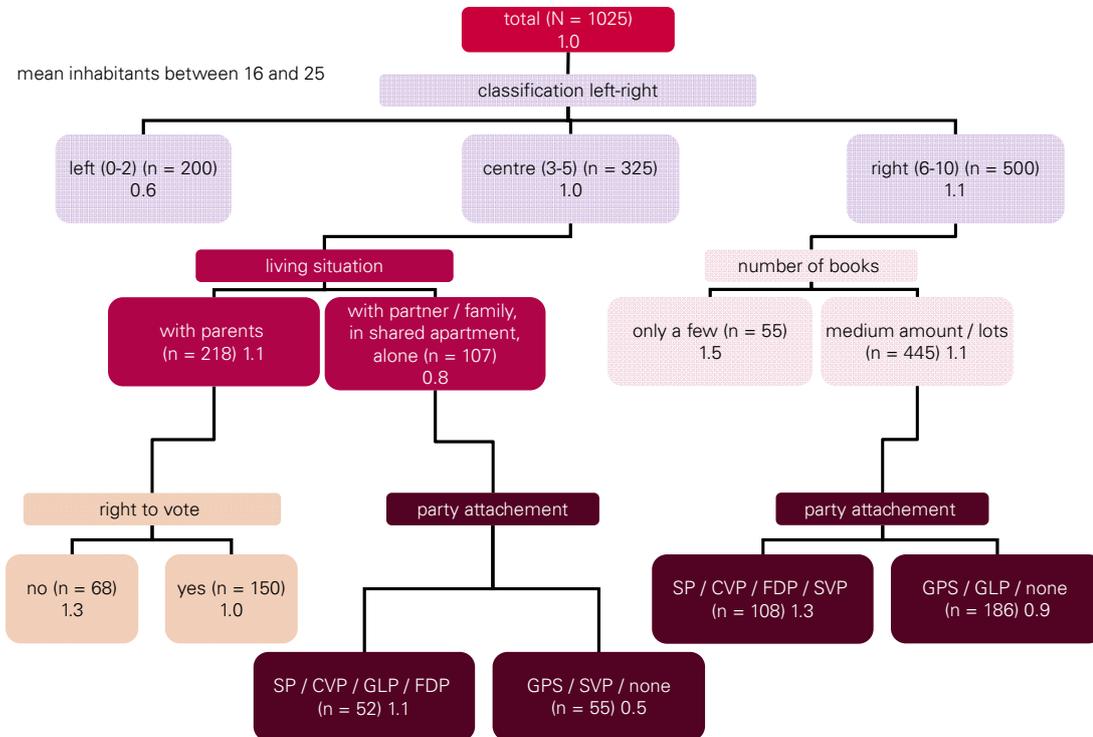
© gfs.bern, youth barometer, April/May 2013 (N CH = 1025)

The profile tree analysis also clearly shows that the difference in the figures for materialism can be seen most clearly on the left-wing/right-wing political orientation axis. Using the profile tree we try analytically to identify the basic personal characteristics and orientations which determine the differences in value

systems. Thus those young people who would place themselves on the right of the political spectrum and whose parents do not have many books at home are most likely to be materialistic. The least materialistic at 0.5 are those respondents who see themselves in the centre of the political spectrum, no longer live with their parents and who feel drawn towards the Green Party, the SVP or to no party, and the left-wingers at 0.6.

figure 18

Answer tree Values Switzerland: Materialism

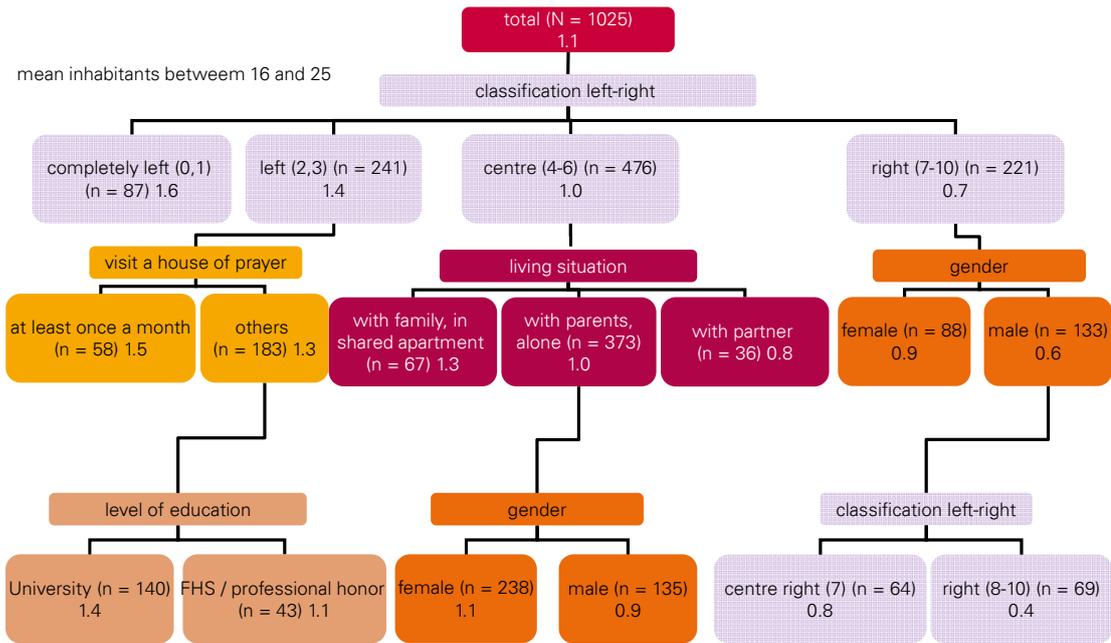


© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Moreover, the orientation towards post-materialistic values can best be differentiated along political lines. The most post-materialistic people are those who place themselves on the left or on the far left of the political spectrum, attend university and seldom go to a place of worship.

figure 19

Answertree Values Switzerland: Postmaterialism



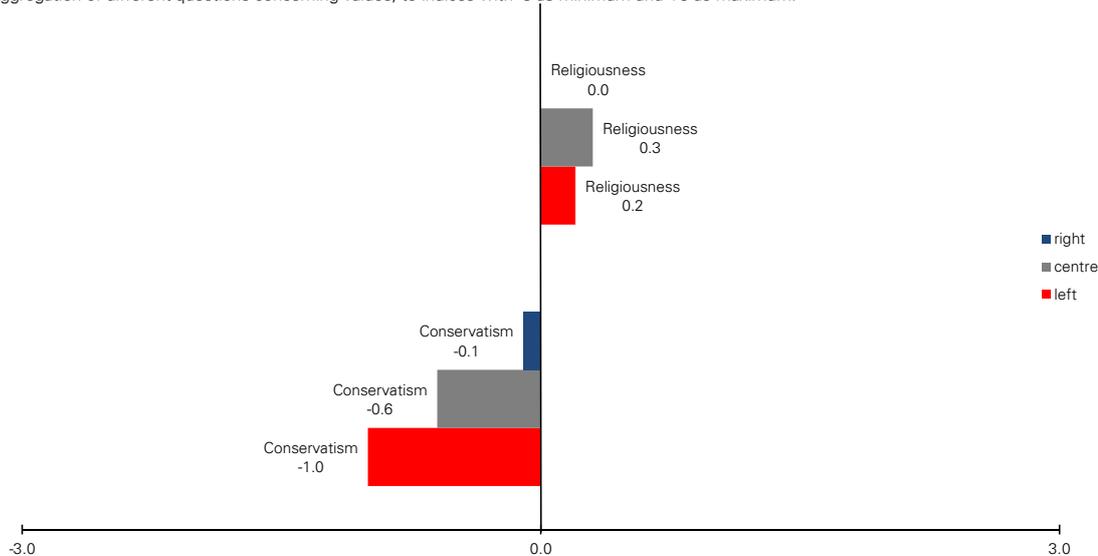
© gfs.bern, youth barometer, April/May 2013 (N = 1025)

The orientation towards conservatism can also be differentiated along political lines, with those young people who place themselves politically more on the left being the least orientated towards conservative values. In general, young Swiss people cannot be described as conservative. Religiosity is also not very widespread.

figure 20

Values Switzerland: Religiosity & Conservatism According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.

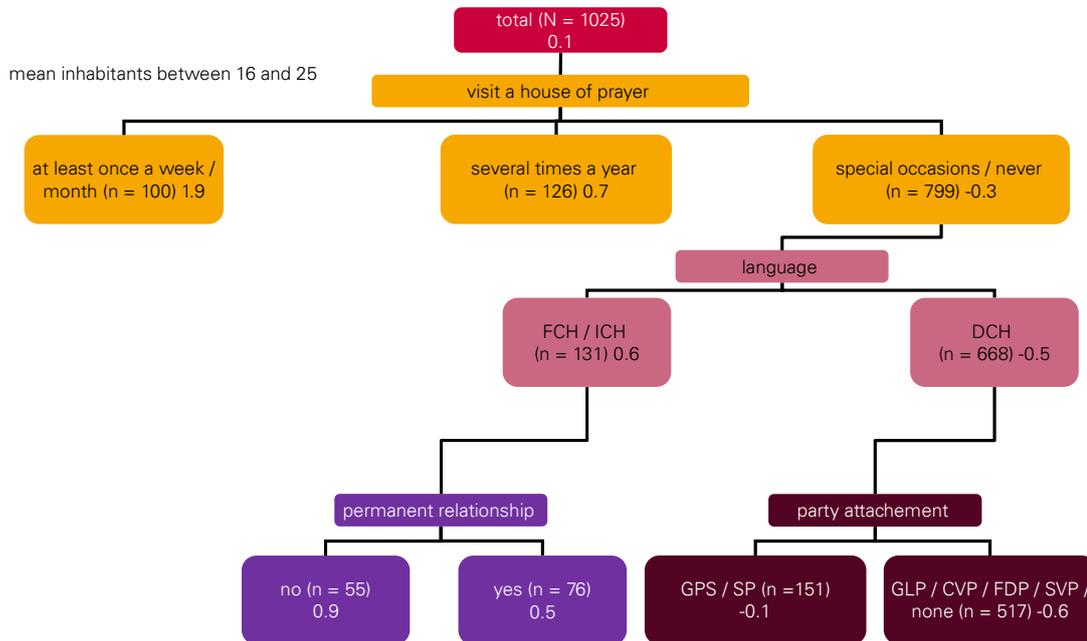


© gfs.bern, youth barometer, April/May 2013 (N CH = 1025)

Those seen as religious can be differentiated according to how often they go to a place of worship. Those who only go on special occasions are less religiously orientated. This applies in particular to the German-speaking regions of Switzerland.

figure 21

Answer trees Values Switzerland: Religiousness

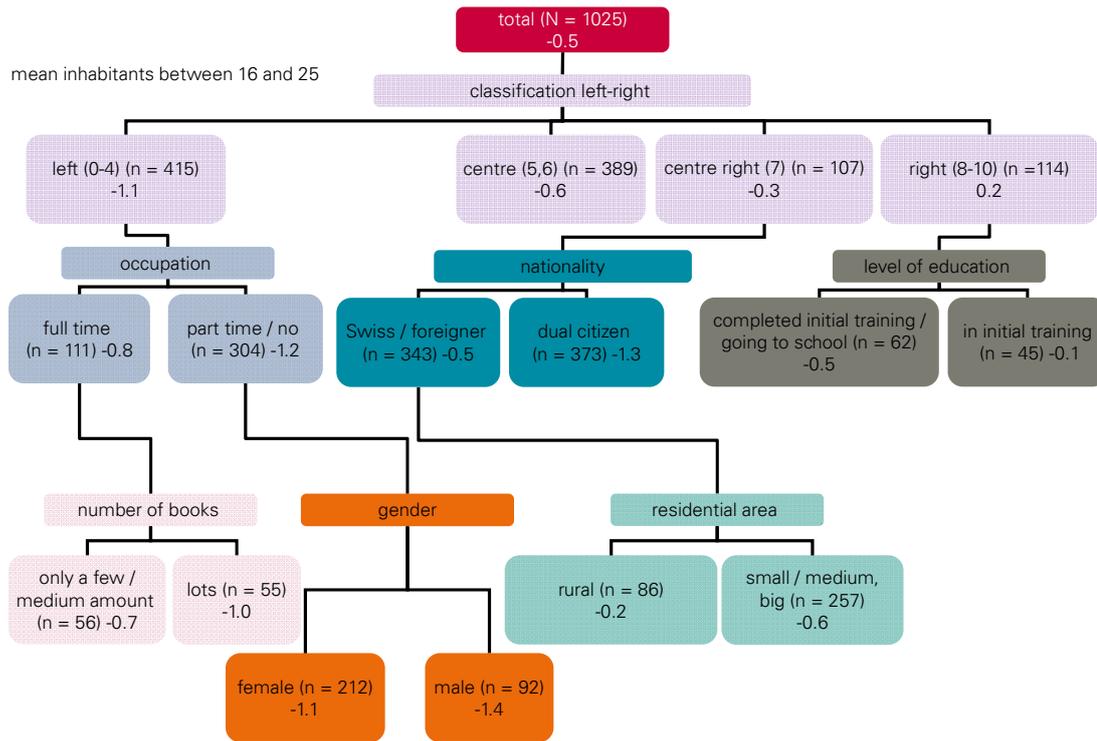


© gfs.bern, youth barometer, April/May 2013 (N = 1025)

In general, young Swiss people cannot be described as conservative. They think globally and modern. Differences in orientation can here too be linked to socio-demographic characteristics, in particular on the left-wing/right-wing axis here also. According to it the least conservative are young people who place themselves on the left of the political spectrum, are not in full- or part-time employment and are male. The most conservative are those respondents who would place themselves on the right of the right-wing/left-wing spectrum, a further distinction being whether the person concerned is still in initial training or education (slightly more conservative) or if they have already completed their initial training or education (slightly less conservative). It must however be emphasized once again that we are here talking about a low level of conservatism. The interesting fact is that despite the non-orientation towards conservatism, differences along socio-demographic lines can be identified.

figure 22

Answertree Values Switzerland: Conservatism



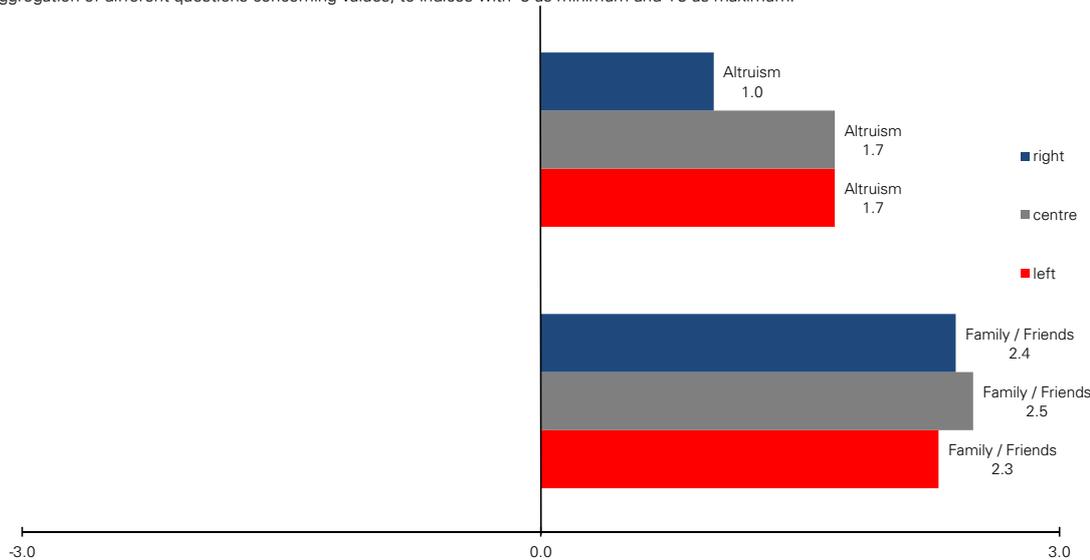
© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Also with regard to altruism it is noticeable that those positioned on the political left and those who would place themselves in the political centre are more orientated towards altruism than those on the political right. As regards family and friends there are however hardly any differences.

figure 23

Values Switzerland: Altruism & Family / Friends According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.

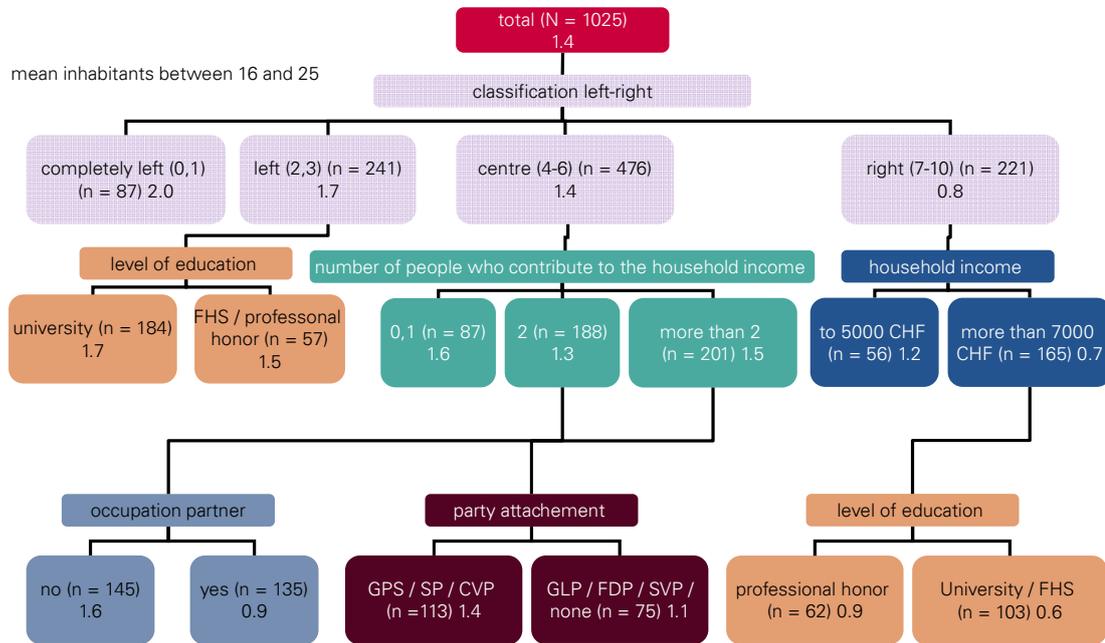


© gfs.bern, youth barometer, April/May 2013 (N CH = 1025)

Not only has one's position on the left/right political axis an influence on whether one is altruistic. Education, family income, the number of people creating it, whether or not one's partner is gainfully employed and what party one feels drawn towards all have an impact.

figure 24

Answer tree Values Switzerland: Altruism

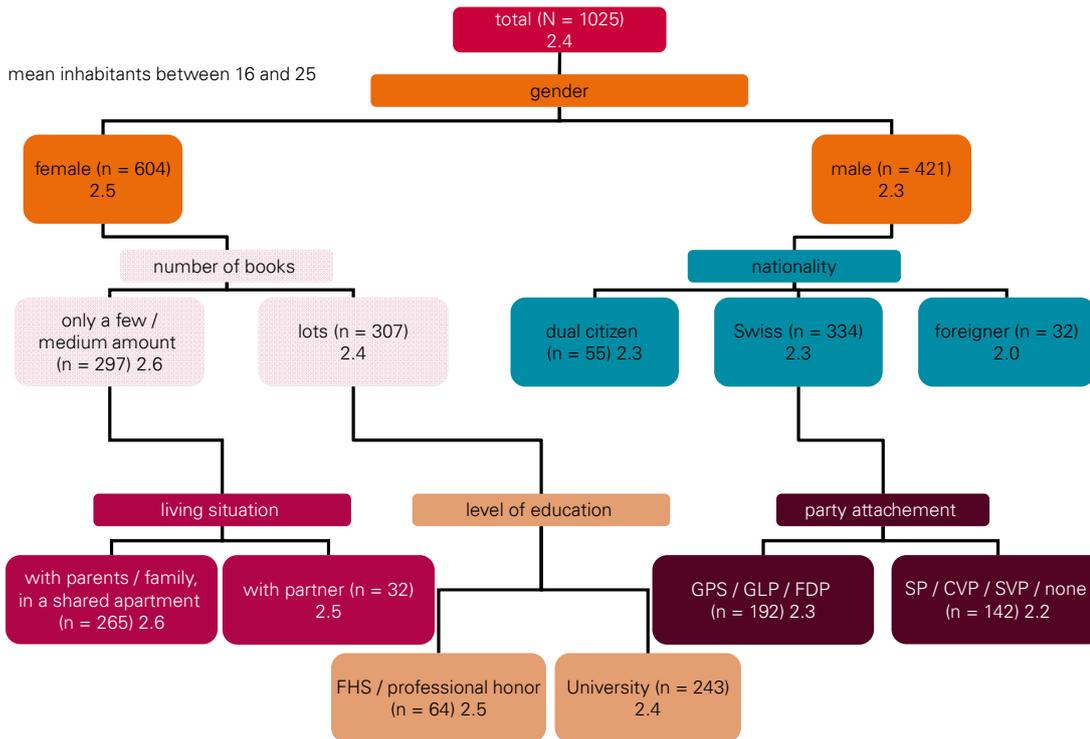


© gfs.bern, youth barometer, April/May 2013 (N = 1025)

The most important point of orientation for 16 to 25-year olds living in Switzerland is family and friends. How much they are orientated towards family and friends primarily depends on their gender. Men are rather less orientated towards family and friends than women are. This however applies less to foreign men. In the case of the women, those with a university degree and whose parents have a lot of books at home are least family-orientated. The difference between them and all the other women is however minimal.

figure 25

Answertree Values Switzerland: Family/Friends



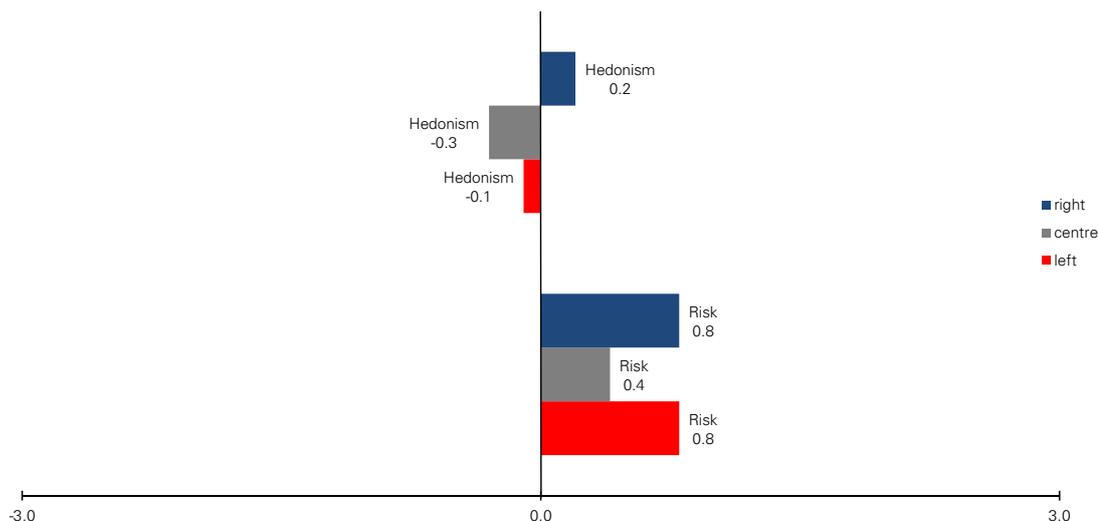
© gfs.bern, youth barometer, April/May 2013 (N = 1025)

Young Swiss people are not very hedonistic, with those on the right of the political spectrum slightly orientated towards it while left-wingers and those in the middle of the political spectrum tend not to be hedonistic. They are however all willing to take risks, if only to a limited extent, particularly those in the political middle.

figure 26

Values Switzerland: Hedonism & Risk According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



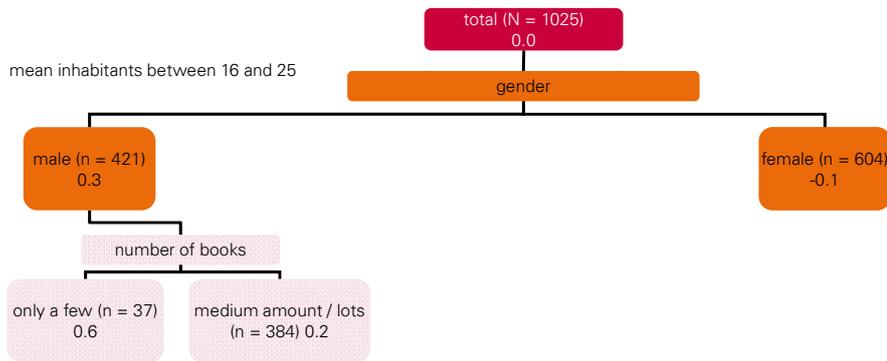
© gfs.bern, youth barometer, April/May 2013 (N CH = 1025)

Basically the survey shows that men whose parents have only few books at home are the most hedonistic, but here too not to any pronounced degree.

Thus young Swiss people, in particular young Swiss women, cannot be described as hedonistic.

figure 27

Answertree Values Switzerland: Hedonism

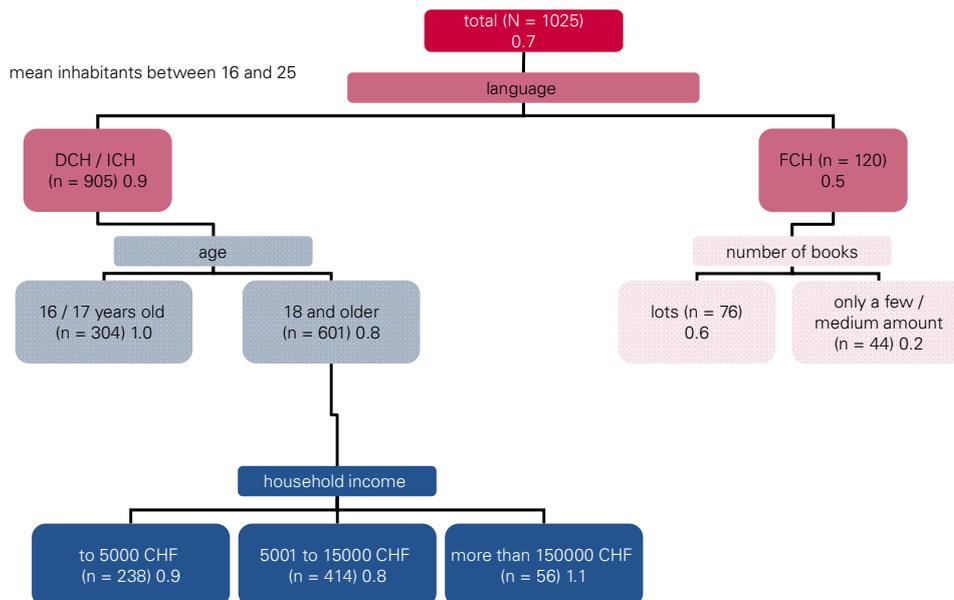


© gfs.bern, youth barometer, April/May 2013 (N = 1025)

The willingness to take risks differs according to region. German-speaking Swiss and Italian-speaking Swiss show more willingness to take risks than their French-speaking contemporaries, with the 18-year olds and those who are older and whose family income exceeds 150,000 Swiss francs being the most willing to take risks.

figure 28

Answertree Values Switzerland: Risk



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

3.1.1 Interim summary

To summarize, young Swiss people are optimistic and modern. Family and friends are particularly important to them. Young Swiss people also tend to be altruistic. In this respect, and well as in their orientation towards conservatism, materialism and post-materialism, a distinction can be made between young people who are more on the left of the political spectrum and those who are positioned more on the right. Those positioned on the left are less conservative, more altruistic and more post-materialistic. Those positioned on the right are, by comparison, more materialistic. The value systems can thus be better differentiated according to political milieu than to membership of a particular class.

3.2 Future – profession – education: clear ideas, but job not the focal point

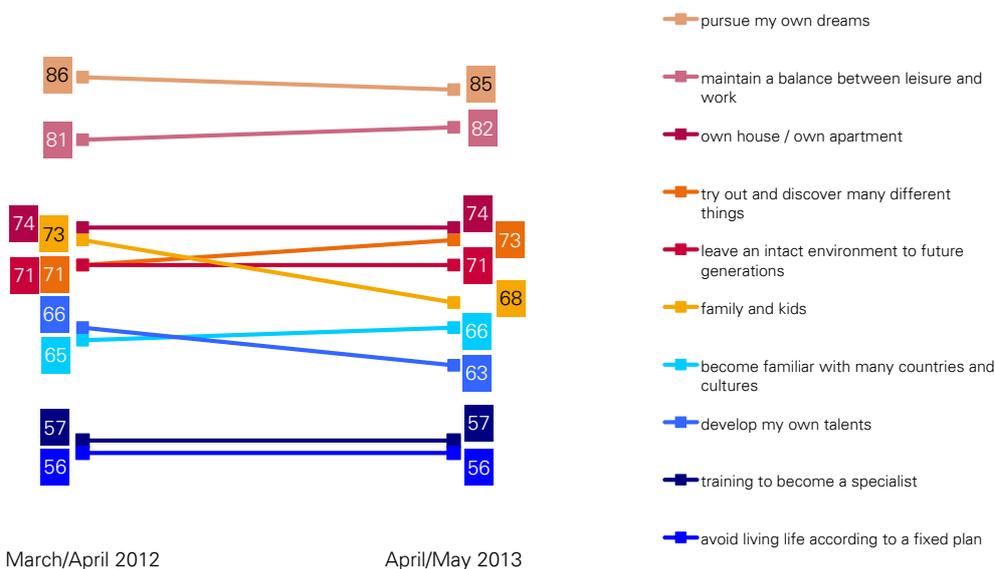
Young Swiss people still strive above all to pursue their dreams and maintain a balance between job and leisure time. Within the sample error the desire to try out many different things and get to know many different countries and cultures has increased. The percentage who aspire to having a family with children has dropped by 5 percent and in 2013 was 68 percent. Both women and men (the latter slightly more so) have moved towards a position of "I'll decide depending on how things turn out".

figure 29

Trend Life Goals (1)

"When you think of your life goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns your life takes?"

in % inhabitants between 16 and 25 years, sum of definite & likely goal



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

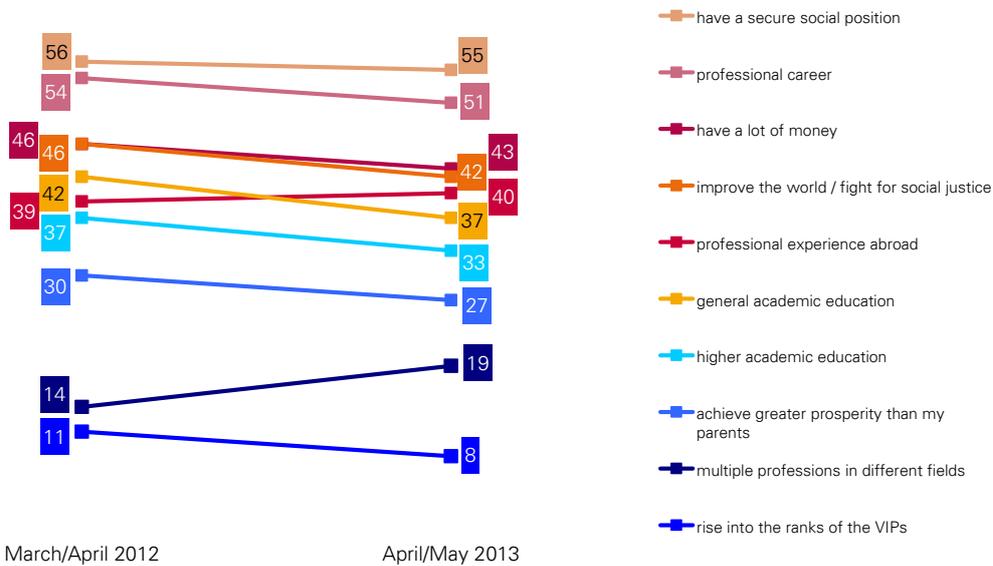
With regard to the world of work, a career remains a possible to absolute aim for 51 percent. In the previous year 54 percent held this opinion. Money, too, plays a less important role than it did just a year ago. The picture is similar as regards completing an undergraduate or higher academic programme, or of becoming more affluent than one's parents. Job variety is ranked more important. 19 percent of the 16 to 25-year olds wish to try out several different jobs and 40 percent wish to work for periods of time abroad.

figure 30

Trend Life Goals (2)

"When you think of your life goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns your life takes?"

in % inhabitants between 16 and 25 years, sum of definite & likely goal



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

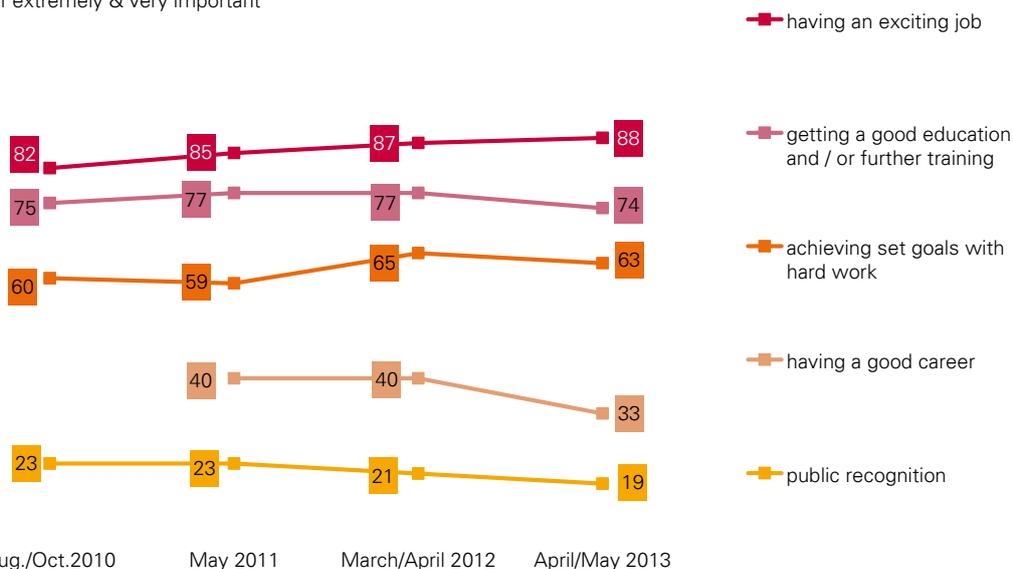
The same picture emerges when we look at the specific job and education expectations. First of all the job has to be exciting and one has to have a good education or further training, even if this wish is not quite as strong as it was only a year ago. The same applies to "achieving one's aims through hard work". The picture that emerges shows that the 16 to 25-year olds are even less interested than previously in a career and official recognition.

figure 31

Trend Ideas of Life: Economy/Job

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"

in % inhabitants between 16 and 25 years, sum of extremely & very important



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

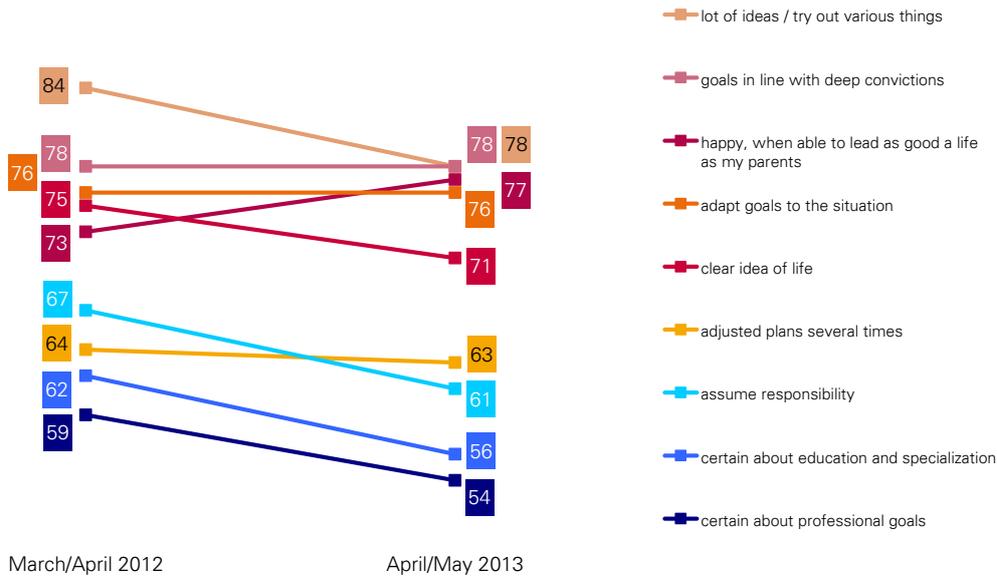
If we look at the plans for the future of the 16 to 25-year old Swiss, it becomes clear that plans relating to job and education are not as firm as they were only a year ago. Accordingly, the percentage of those who state they have a clear picture of what they want in life has dropped. All in all, the young Swiss do not seem to necessarily strive for "higher things". For example, they state with more emphasis than last year that they would be happy if they manage to have as good a life as their parents.

figure 32

Trend Statements Plans for the Future (1)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

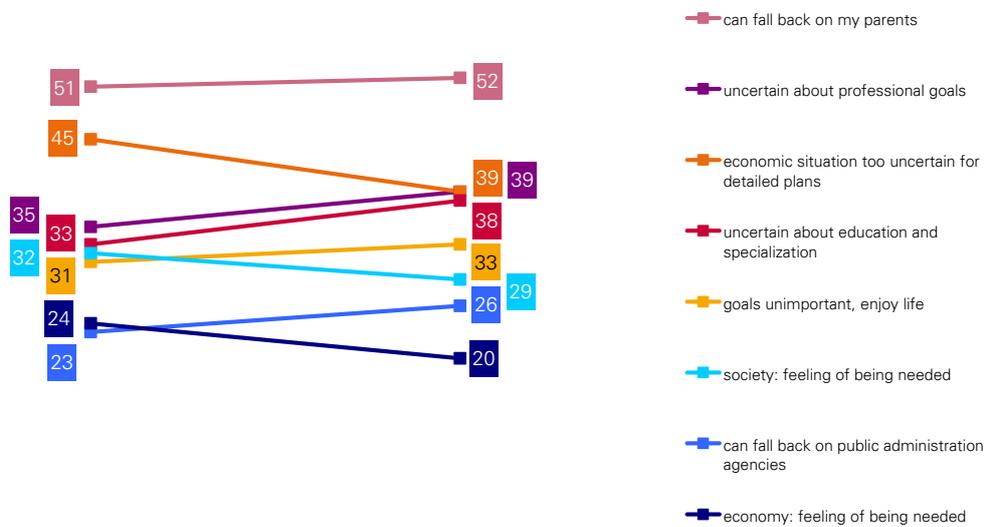
In line with the reduced certainty as regards job and education, uncertainty has increased slightly, with the uncertain economic situation being given less than last year as a reason for not making any firm plans. It can be assumed that the stable situation in Switzerland as regards the economy and the unemployment figures and also, as can be seen here, the knowledge that their parents provide a safety net and the increasing belief that the State will also do so, mean that young Swiss people can focus more on self-realization.

figure 33

Trend Statements Plans for the Future (2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



March/April 2012

April/May 2013

© gfs.bern, youth barometer, April/May 2013 (N = 1025)

3.2.1 Interim summary

Self-realization not only takes pole position in their leisure time but also at work; the job should be exciting and varied and future plans as flexible as possible. Personal commitment at work should not be rewarded through monetary incentives alone, but also in the form of interesting work.

3.3 Communication: lifestyle and trends

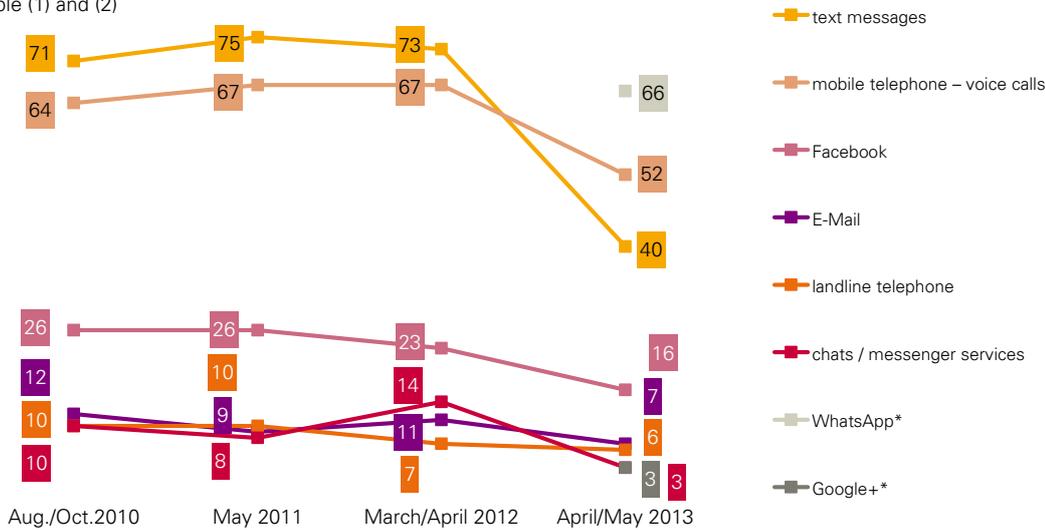
As this year again shows, the use of communication media is constantly changing. Compared to the previous year, text messaging (SMS) has become considerably less relevant, while WhatsApp, with 66 percent of the young people interviewed saying it is their most important or second most important contact medium, has jumped straight to the top of the list. Mobile telephones are still in second place but with the inclusion of WhatsApp in the question have however become less important. This also explains the drop in chat/messenger services, as WhatsApp appears this year as a separate item. Facebook continues to become less relevant as a contact medium.

figure 34

Trend Ways to Contact Friends

"What ways do you use to contact your friends? Please list the types of media used for keeping in touch with your friends in the order of importance."

in % inhabitants between 16 and 25 years, most important media for contacting people (1) and (2)



*polled since 2013

© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

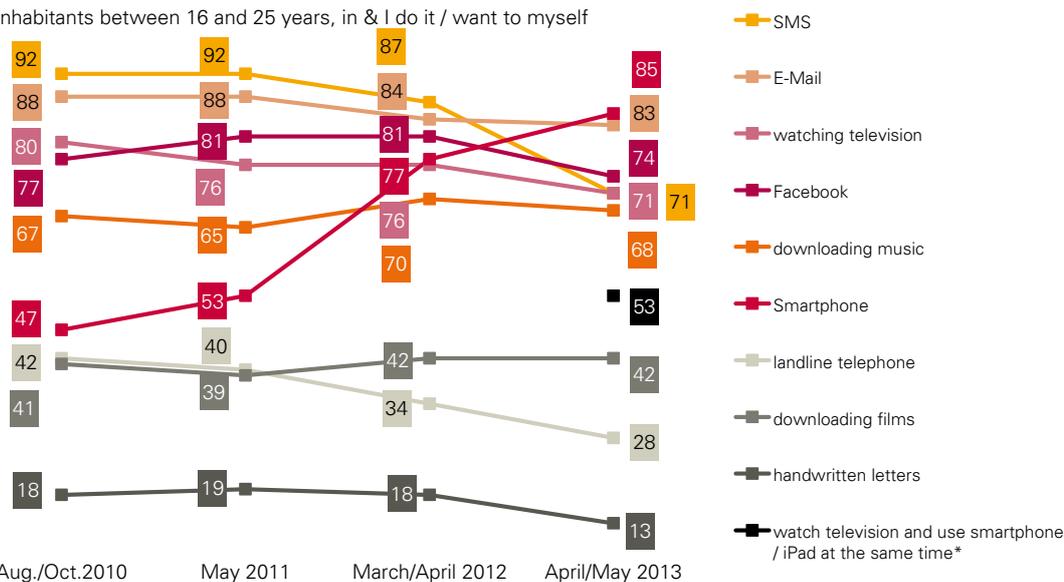
If we look at the general trends in communication we see that smartphones such as iPhone and Android are becoming more relevant. This also explains the increased use of WhatsApp. At the same time text messaging (SMS) is becoming less important, as already clearly indicated in the question on contact media. For the first time the young people were also asked if they use several media at the same time. More than half said they use their smartphone or iPad together with a switched-on television. Facebook is still popular and still used, but increasingly less so. Already 58 percent consider Facebook as a passing trend.

figure 35

Trends All Areas of Life: Communication

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants between 16 and 25 years, in & I do it / want to myself



*polled since 2013

© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

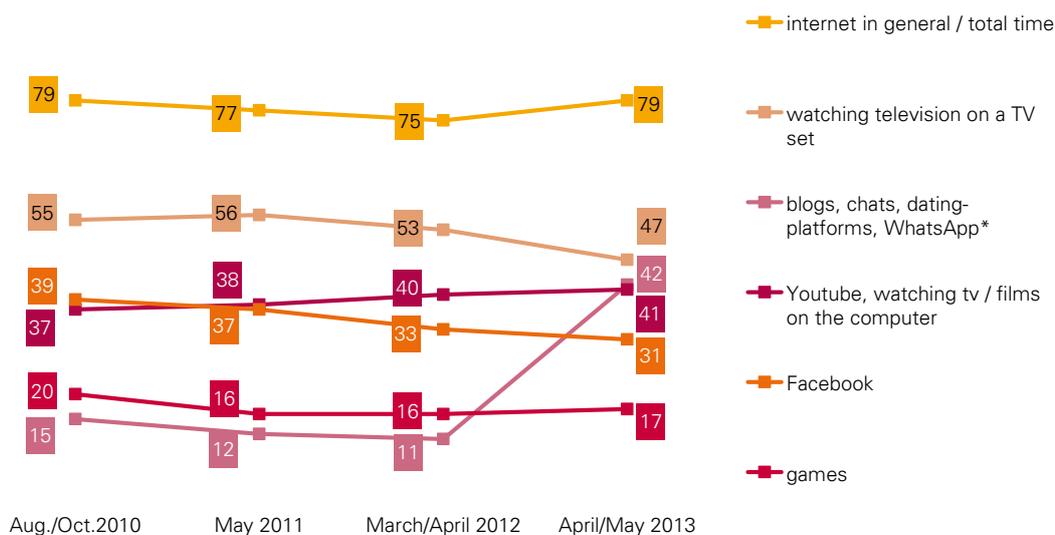
The responses to the question about how many hours they use media on an average day quickly shows how widespread the use of WhatsApp is. Blogs, chats and dating platforms were used less than the other media in the previous surveys. After adding WhatsApp to this category, the numbers of people using it at least one hour per day soared to 42 percent. Methodologically it seems sensible to list WhatsApp as a separate category next year.

figure 36

Trend Media Use

"On an average day, how long do you use the following media for personal use?"

in % inhabitants between 16 and 25 years, more than 3 hours / 2-3 hours / 1-2 hours



*polled since 2013

© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

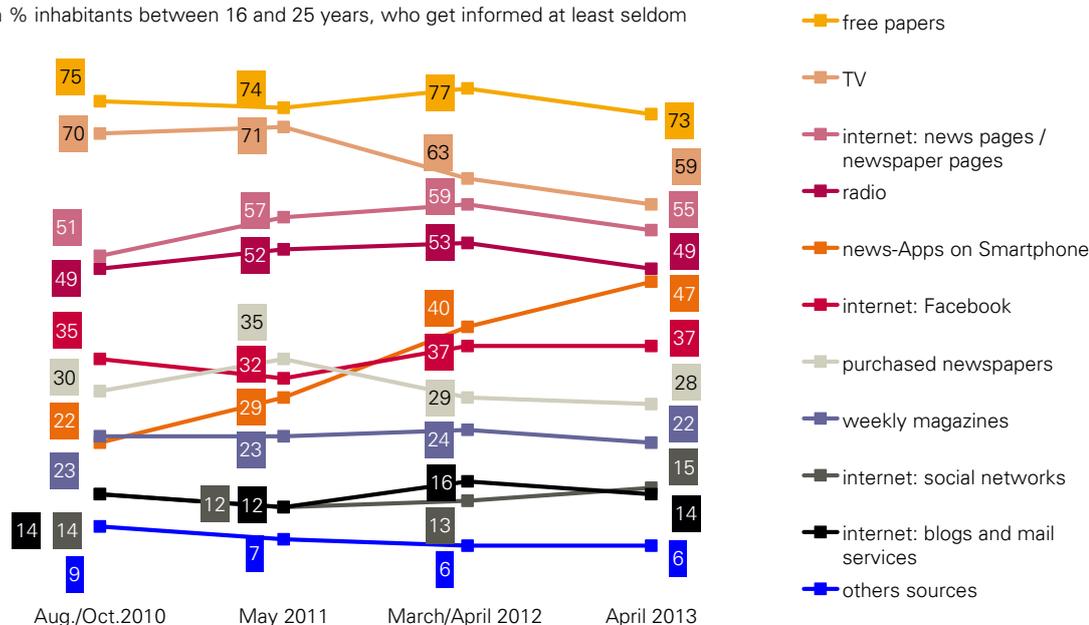
Smartphones and their news apps are also becoming increasingly important for obtaining information on current events. Currently 47 percent say they read the latest news via news apps. Still important, but becoming less so, is obtaining news via radio, internet and TV. Free newspapers such as "Blick am Abend" and "20 Minuten" are quoted slightly less often than last year, but still however remain by far the most important medium for obtaining information. Bought daily newspapers are still used by 28 percent of respondents.

figure 37

Trend Filter: Information about Daily Events

"How do you keep informed about daily events?"

in % inhabitants between 16 and 25 years, who get informed at least seldom



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

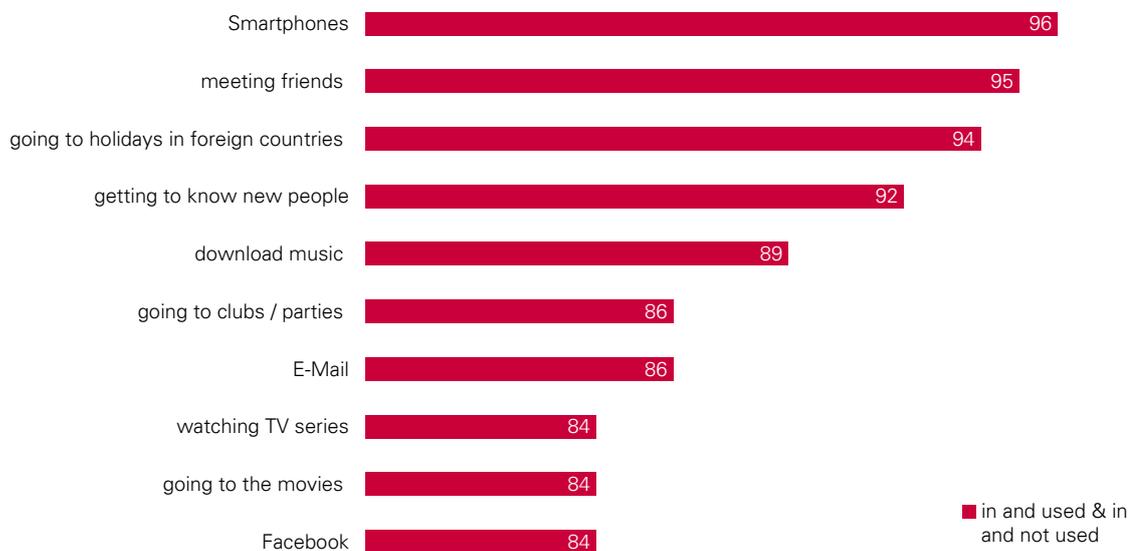
The top ten trends for all areas of life surveyed – irrespective of whether they are used by the young people themselves – give a clear picture of what the most popular trends today (as last year) are: in communications and the technical media used to communicate. In first place are smartphones such as iPhone and Android. In fifth place is the downloading of music, in seventh place emails, in eighth place watching television series, in ninth place going to the cinema and in tenth place Facebook. Whereas Facebook was still in the top five last year, the current picture shows that it now ranks lower than friends, holidays abroad and making new friends. Another top ten trend is going to clubs and parties. Last year text messaging (SMS) still occupied seventh place in the top ten; this year, as was to be expected, it has been pushed out of the top ten due to its decreasing relevance compared to WhatsApp.

figure 38

Top-Ten: Trends of All Life Areas: In and Used & In and Not Used

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

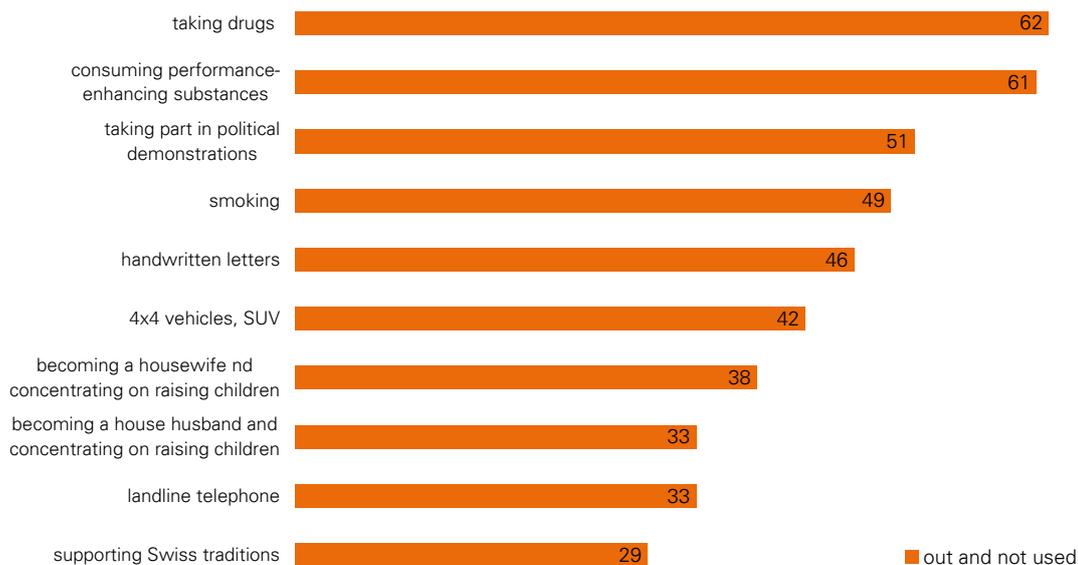
Among the non-trends as well there are media which reflect the constant change in the use and popularity of communication media. Hand-written letters and landline telephones for example are "out". Most "out" among the 16 to 25-year old Swiss is the consumption of drugs and performance-enhancing substances such as, for example, Ritalin. Next in third place on the list of non-trends is participation in political demonstrations.

figure 39

Top-Ten: Not-Trends of All Live Areas: Out and Not Used

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

3.3.1 Interim summary

Communication media determine to a large extent the current trends. They are at the same time lifestyle products and a means of exchange for what is most important to the young people: the exchange of ideas and experiences with the people closest to them. Whereas friends remain very important at a consistently high level, the media used for communicating with them are subject to rapidly changing trends. Smartphones and their apps, including in particular WhatsApp as chat service, are becoming increasingly important. Landline telephones no longer figure even in the list of the top ten non-trends.

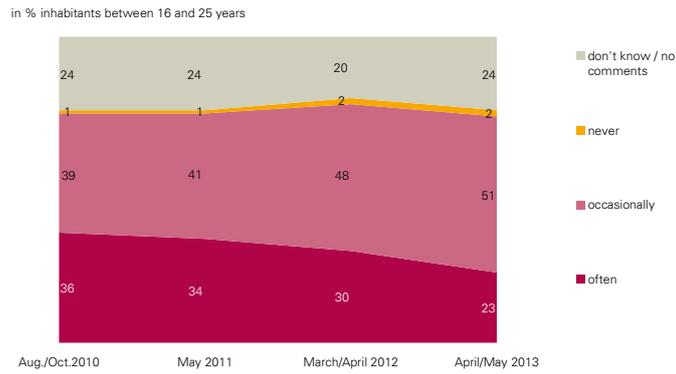
3.4 Trust in the government and problems

As already shown in the list of non-trends, young Swiss people are even less interested in participating in political demonstrations than they were a year ago. Nor are there any indications of political unrest among young people. Trust in the policies of the government and administration is increasing and for the first time ever more than half of young Swiss people are of the opinion that the government and administration seldom fail on decisive issues. Accordingly, 38 percent of them are convinced that the political system in Switzerland is not in need of any basic reforms. Only 4 percent would firmly welcome reforms. A further 30 percent would tend to welcome reforms.

figure 40

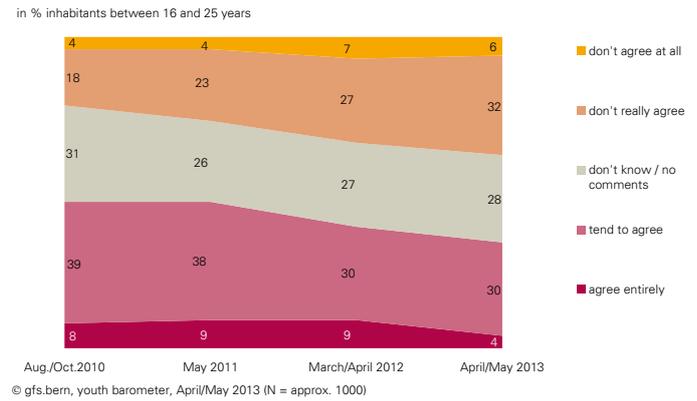
Trend Failure of Government

"Do you feel that the politics of the government and administration fail when it comes to important issues? Is this often, occasionally or never the case?"



Trend Opinion Need for Reforms

"We gathered a view of Switzerland and its politics here – to what extent do you agree: the political system in Switzerland needs fundamental reforms."



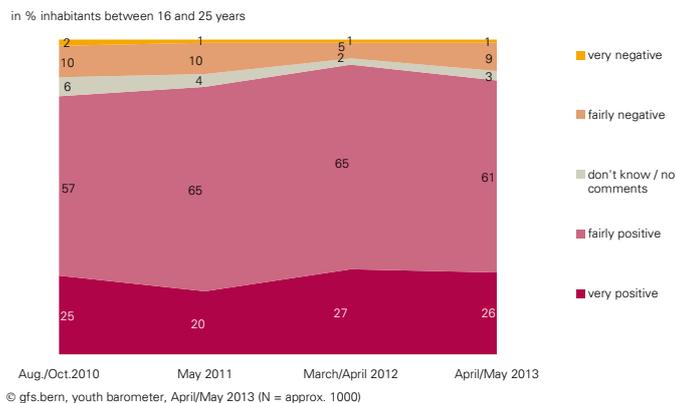
This satisfaction and trust are also reflected in the statements concerning Switzerland's reputation abroad. 87 percent for example are still of the opinion that Switzerland's image abroad is quite to very good.

Young Swiss are still very proud of their country, even if the number of very proud has slightly decreased in favour of the quite proud. As regards where they would like to work, the young people still remain orientated towards their own region or towards Switzerland as a whole.

figure 41

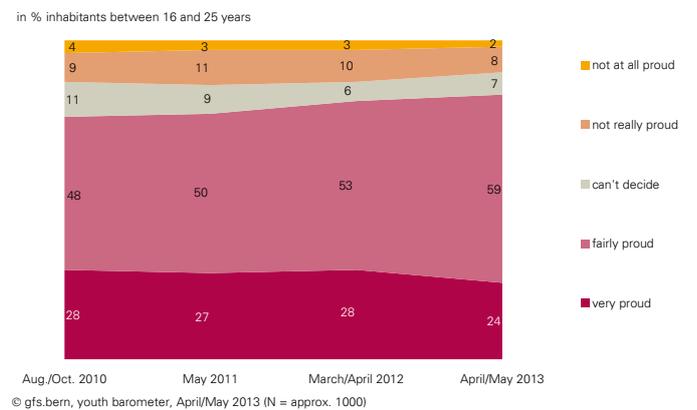
Trend Perception of Switzerland Abroad

"In your opinion, how is Switzerland perceived abroad or what is its image abroad? Is it very positive, fairly positive, fairly negative or very negative?"



Trend Pride on Switzerland

"How proud of Switzerland are you?"



If we consider the problems which the 16 to 25-year olds see as the biggest challenges facing Switzerland we see an increase in the fields of crime, personal safety, youth violence and violence in stadia, as well as the issues of federal old-age insurance and retirement pensions which were named as the second most important problem ahead of the issue of unemployment. In first place at the top of the list of the most important problems facing Switzerland is

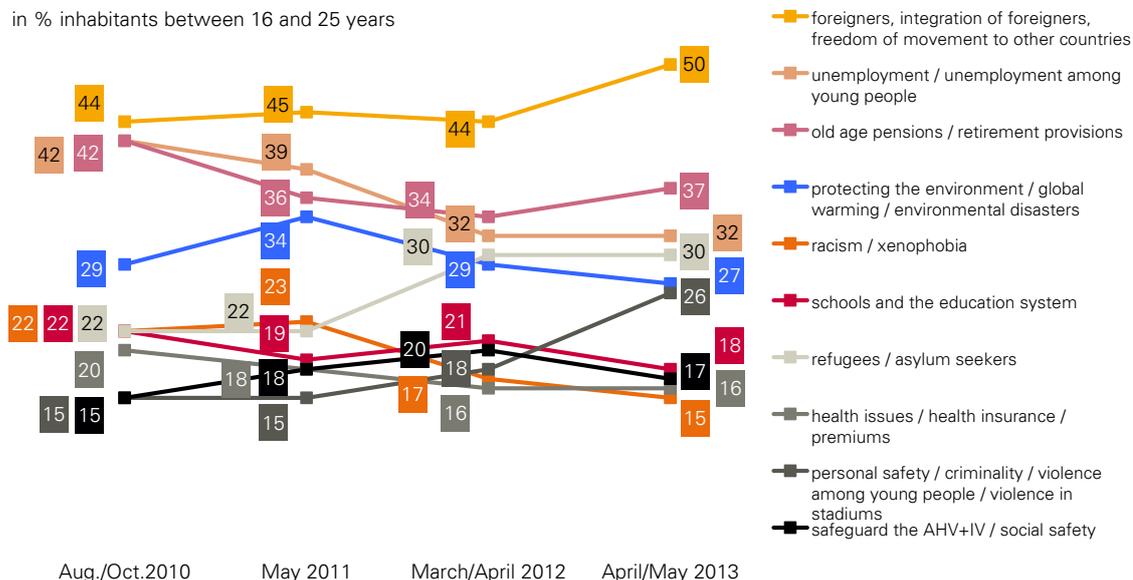
still the issue of foreigners, their integration and personal freedom of movement. Quoted for the first time by 50 percent of the 16 to 25-year olds.

figure 42

Trend Five Most Important Problems (1)

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Switzerland's greatest problems."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

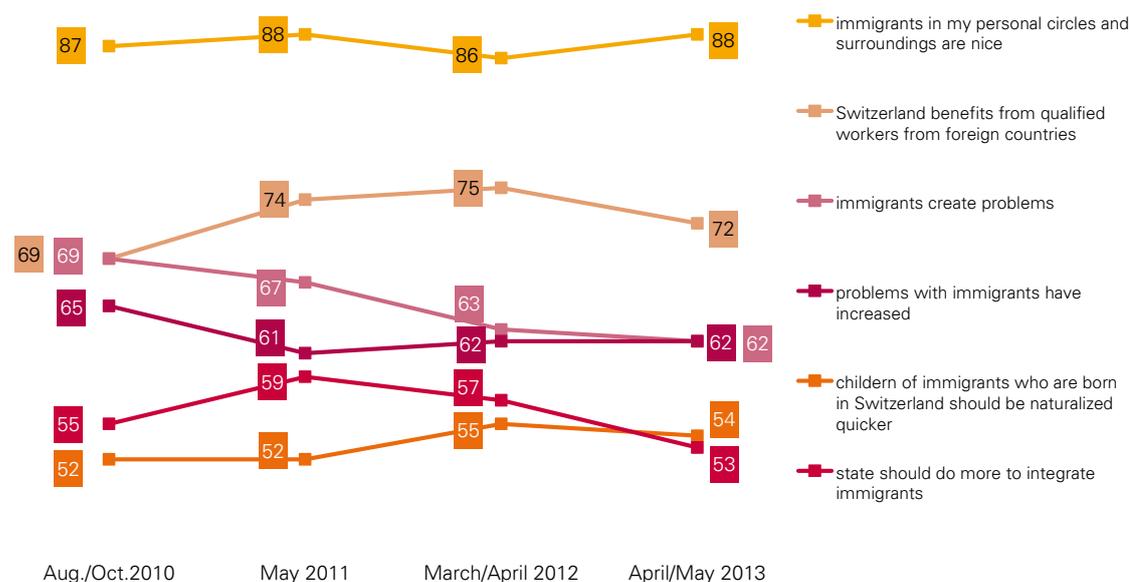
When confronted directly with the issue of foreigners however, compared to last year there was no change in the view that the problems have increased, and also their personal experiences with foreigners remain positive. Those who tend to be more conservative-orientated are however slightly more critical on this issue.

figure 43

Trend Statements on Foreigners

"Do you agree with the following statements?"

in % inhabitants between 16 and 25 years, sum of completely & tent to agree



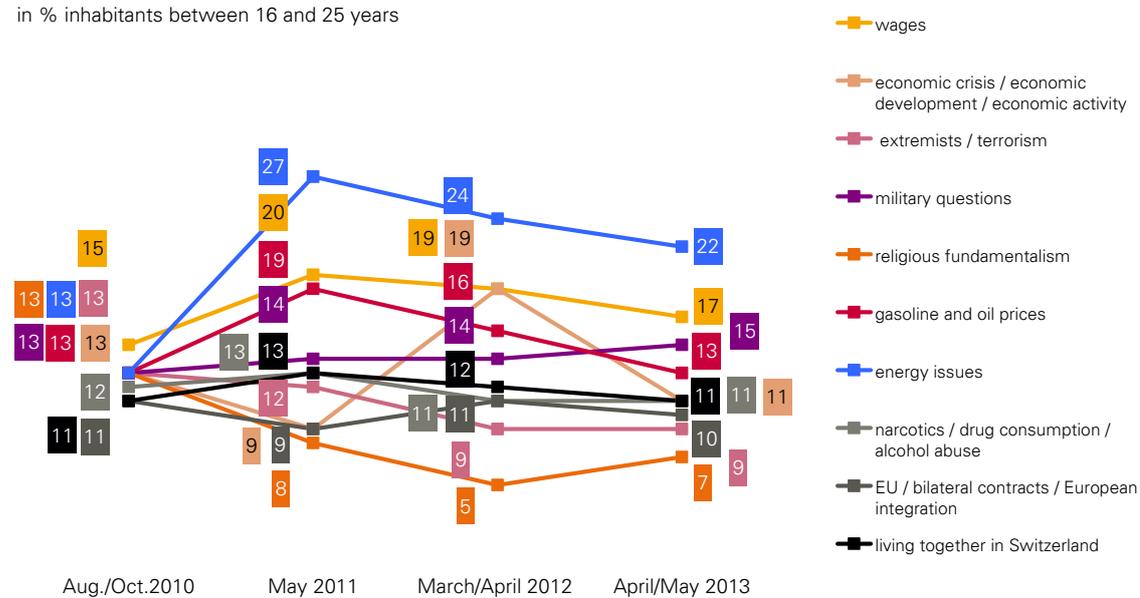
© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

The energy question, nuclear energy and secure energy supply continue to be seen as less of a problem. Compared to last year the most massive reduction is in the perception that the economic crisis, economic development and the economy are among the five most important problems facing Switzerland. They were still quoted by 11 percent. Banking secrecy and the tax dispute are seen as a problem by 12 percent of the 16 to 25-year olds.

figure 44

Trend Five Most Important Problems (2)

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Switzerland's greatest problems."



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

3.4.1 Interim summary

While communication and media determine to a large extent the current trends, politics has low priority in the lives of the young people. Young Swiss are content with Switzerland, feel good, are proud of their country and have confidence in the state. Thus they have no reason to be interested in political demonstrations, at least not within Switzerland itself. When asked directly about the most important problems facing Switzerland, they named in particular issues concerning foreigners, retirement pensions and unemployment, even though unemployment in Switzerland is low compared to its European neighbours.

3.5 Special issue: ban on night sales of alcohol

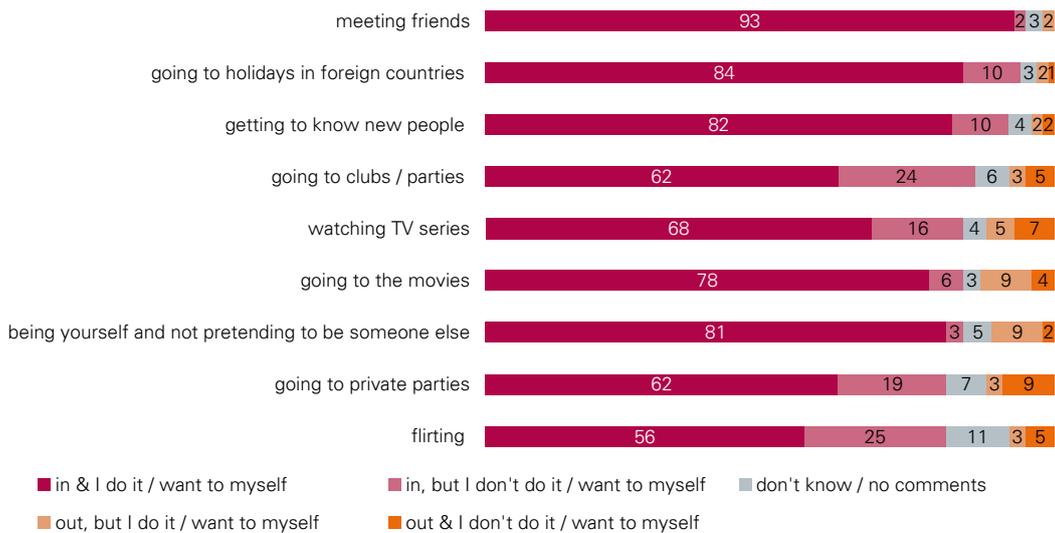
The trends studied already show that meeting friends, going to clubs and parties and private parties are, for the 16 to 25-year olds, among the things which are particularly "in" and which they also do themselves. This of course does not necessarily mean that alcohol is consumed on these occasions.

figure 45

Trends Activities / Attitudes: Activities / Lifestyle (1)

"We have once again listed some very different activities / attitudes. State whether these are 'in' or 'out' in your personal circles and what your opinion of them is."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

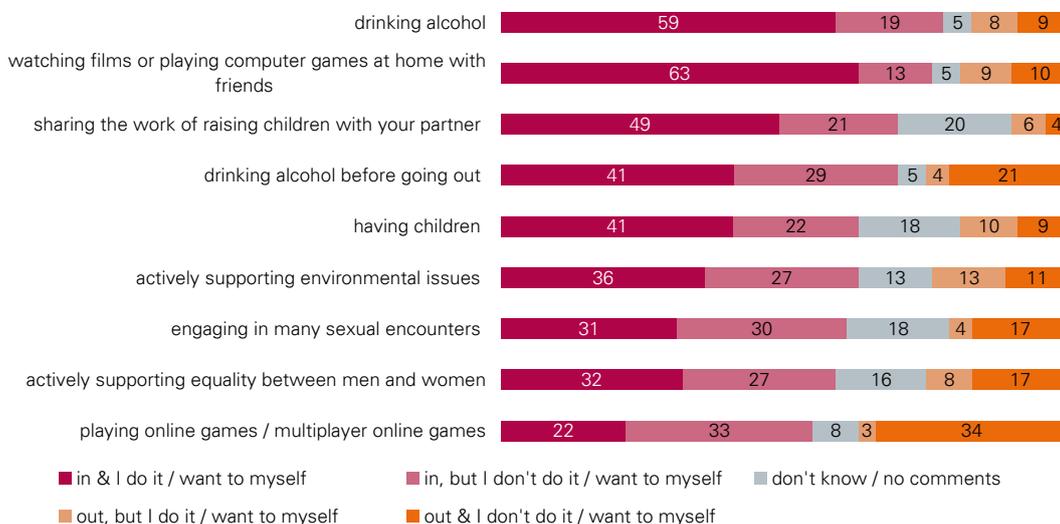
Nevertheless, 59 percent of young Swiss people describe drinking alcohol as "in", and the same time admit to doing so themselves. For 41 percent of those who themselves like drinking, having one before they go out is "in".

figure 46

Trends Activities / Attitudes: Activities / Lifestyle (2)

"We have once again listed some very different activities / attitudes. State whether these are 'in' or 'out' in your personal circles and what your opinion of them is."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

This year, in addition to the question relating to "getting primed", the issue of "ban on night sales of alcohol" was also a central issue.

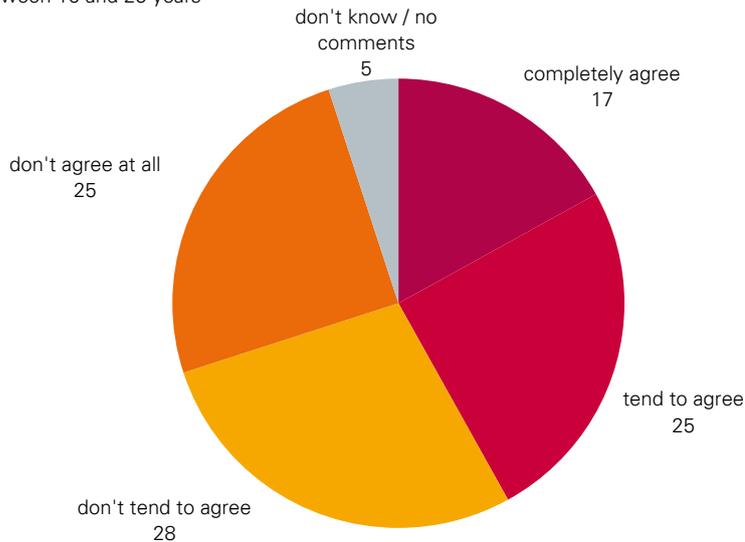
17 percent of the young people asked agree entirely with the ban on selling alcohol between 10pm in the evening and 6am in the morning, a quarter of them tend to agree with it. The majority however do not agree, a quarter of them not at all.

figure 47

Night-time Prohibition of Alcohol

"Do you completely agree, tend to agree, don't tend to agree or don't agree at all with the prohibition of alcohol between 10pm and 6am?"

in % inhabitants between 16 and 25 years



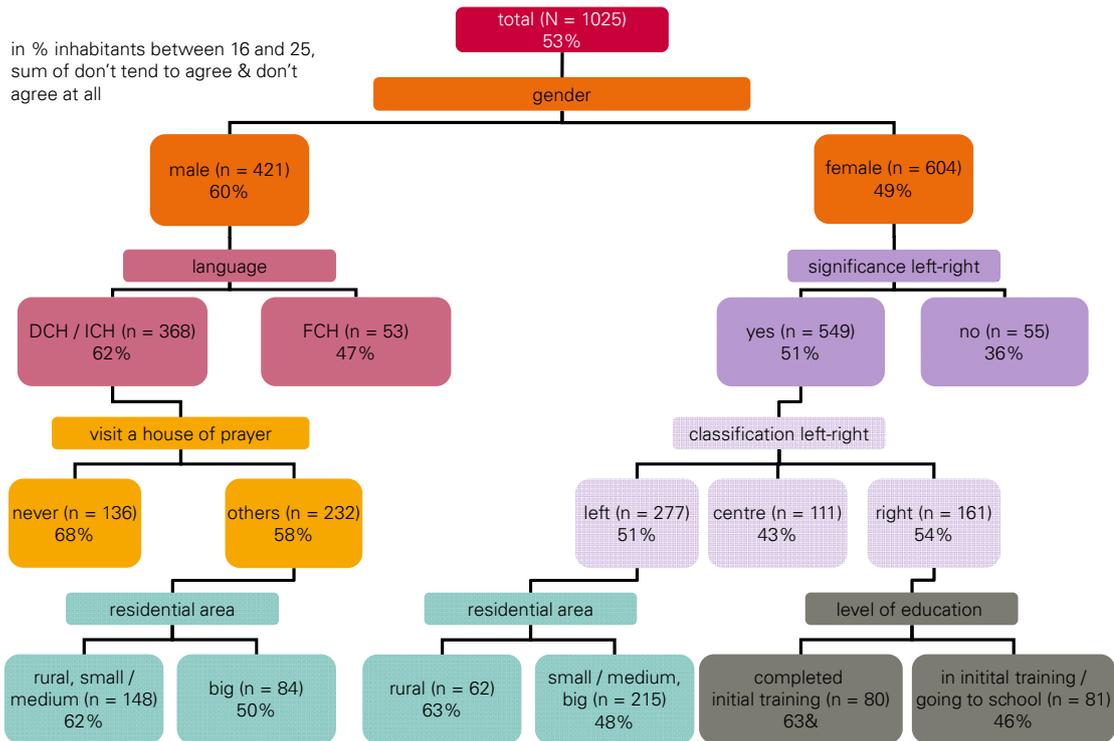
© gfs.bern, youth barometer, April/May 2013 (N = 1025)

The influence of different socio-demographic factors on this opinion can be measured using the profile tree analysis. The most important factor is gender. Men are less in agreement with a night ban on the sale of alcohol than women are. In particular, men from the German-speaking and Italian-speaking regions of Switzerland who never visit a place of worship are of this opinion.

figure 48

Answertree Night-time Prohibition of Alcohol

in % inhabitants between 16 and 25, sum of don't tend to agree & don't agree at all



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

The majority of young Swiss people are of the opinion that they will find ways to get round such a ban. 42 percent consider a price increase a more effective way to minimize alcohol consumption among young people. Slightly more than one third of the respondents however stated that restricted selling hours are absolutely necessary. However, only 9 percent think that this will reduce their own level of consumption.

figure 49

Statements Night-time Prohibition of Alcohol

"We collected some statements about the prohibition of alcohol between 10pm and 6am."

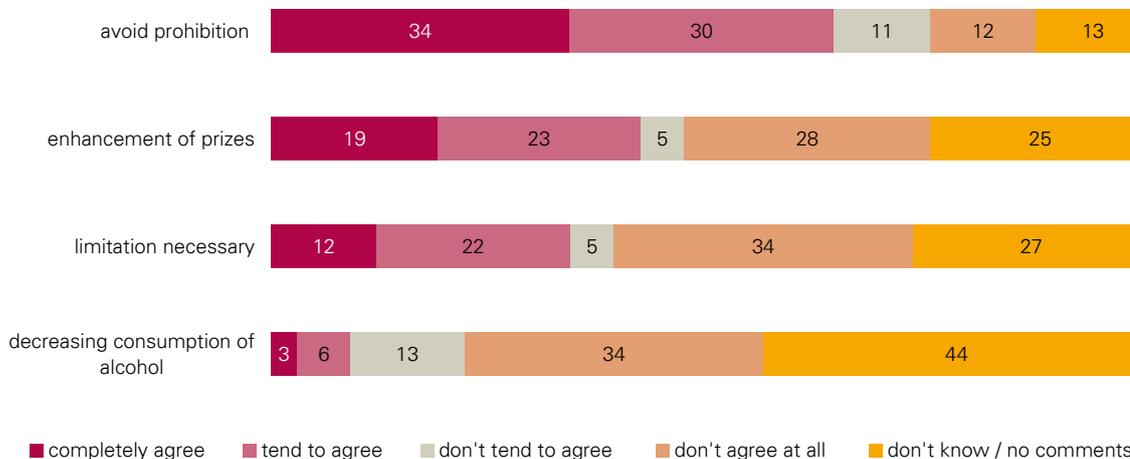
avoid prohibition "My friends and I are going to find ways to avoid the prohibition."

enhancement of prizes "An enhancement of prizes would be more effective to minimize the consumption of alcohol among young people."

limitation necessary "A limitation of the selling time is necessary to reduce the consumption of alcohol among young people."

decreasing consumption of alcohol "My consumption of alcohol would decrease with it."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

3.5.1 Interim summary

Young Swiss people like meeting friends, going to parties and to the cinema. Alcohol is often consumed on such occasions, for example to get in the mood before going out. The majority tend at least to be against a night ban on selling alcohol and are of the opinion that they will find a way to get round the ban. They also assume that such a measure will probably not reduce alcohol consumption.

4 Summary

Optimism and modernity are what characterize the 16 to 25-year old Swiss. They also display a certain degree of altruism. In this respect as well as in their orientation towards conservatism, materialism and post-materialism, differences along political lines can be identified. Those on the left of the political spectrum are less conservative, more altruistic and more post-materialistic. By comparison, right-wingers are more materialistic. The value systems of young Swiss people can thus be measured in particular according to their political milieu. The class they belong to seems to have less effect. There is scarcely any difference along political lines where orientation towards family and friends is concerned. This is particularly pronounced among young Swiss people. Exchanging ideas and experiences with the people closest to them is very important for the young people. They like meeting friends and making new ones. In doing so they like drinking alcohol, for example to get in the mood before going out. The majority of young Swiss are against a ban on night sales of alcohol. This will probably not reduce alcohol consumption as the young people are of the opinion that they will find ways to get round the ban.

While family and friends remain a focal point, the means of communicating with them change constantly. Smartphones and their Apps, including in particular WhatsApp as a chat service, are becoming increasingly important. The land-line telephone no longer even features on the list of the top ten non-trends. Otherwise, communication media define to a large extent the current trends. They are not only merely communication media but above all lifestyle products as well. Independent of class or political leanings, the young people seem to be able to adapt very quickly to new situations and new products on the media landscape.

While the ability of the new generation to adapt to communication media distinguishes them from the older generation, political polarization displays a similar pattern to the one we see in the older generation. Taking an active part in politics continues however to have low priority in the lives of the young people. The attitude towards Switzerland and the Swiss state is by all means positive and thus it is not surprising that the young people are not very interested in taking part in political demonstrations. They trust the Swiss state, are proud of their country and are regionally or nationally orientated when looking for a job. However, they also wish variety, for example in the form of a stay abroad, or by changing jobs.

Self-realization in their leisure time and in their job is very important to young Swiss people. They want variety and excitement and are less fixated on following a rigid life plan. This distinguishes them from the generation born in the eighties, who grew up during the economic crisis in Switzerland, were more afraid of not finding a job and who developed a much stronger need for job and economic security.

Nevertheless, for young Swiss people unemployment remains one of the most important problems facing Switzerland. Top of the list however are problems revolving around the issues of foreigners and their integration, personal freedom of movement and retirement pensions.

Thesis 1

The mainstream of young Swiss remains strongly orientated towards family and friends. At the core of their value system however, the orientation towards material and post-material values plays an important role, with clear differences emerging between milieus. Left-wingers attach more importance to post-materialism; right-wingers combine materialism with a slight degree of conservatism. Central to their value system is not their membership of a particular class but the political socialization of the young people.

Thesis 2

When asked about their future, young people in Switzerland are currently rather less sure, with job and education being very important in this phase of their life and even tending to become more so. Whether profession, education or family planning, the important thing is to maintain a balance, as self-realization plays an increasingly important role in the lives of the young people.

Thesis 3

The young people are well-disposed towards Switzerland. They would prefer to work in Switzerland, are proud of Switzerland and do not believe that any reforms to the political system are needed. This is reflected again in the fact that there is little interest in active involvement in politics, for example in political demonstrations. Nevertheless, political leaning plays a not unimportant roll in the development of their value systems.

Thesis 4

The most pressing problems are issues directly related to foreigners and their integration and personal freedom of movement, but the problem of violence and personal safety increasingly preoccupies the young people. At the same time, material problems such as unemployment and retirement pensions are important. Post-material challenges such as environmental protection do indeed number among the important problems, but are however more long-term.

Thesis 5

Trends today are strongly determined by communication media and are changing. Smartphones and WhatsApp are becoming more popular while the role of Facebook seems to be diminishing. The young people are called on to adapt to the ever-changing media landscape. Their ability to adapt quickly makes this possible.

Thesis 6

A night ban on the sale of alcohol is rejected by a majority of the young people. A majority do not see any need for it and two-thirds are convinced that they will find ways to get round the ban.

5 Appendix

5.1 gfs.bern-Team



LUKAS GOLDER

Senior Project Manager, Member of the Management Board, Political and Media Scientist

Specialist areas:

Integrated communication and campaign analysis, media effectiveness analyses, votes, elections. Modernisation of the state. Health reforms. Publications in anthologies, specialist journals, the daily press and on the Internet.



CLAUDE LONGCHAMP

President of the Supervisory Board and Chairman of the Management Board of gfs.bern, Supervisory Board of gfs-bd, Political Scientist and Historian, Lecturer at the Universities on Zürich, Bern and St Gallen and the Zürich Winterthur University.

Specialist areas:

Votes, elections, parties, political culture, political communication, lobbying, public opinion, racism, health and financial policy.

Numerous publications in book form, in anthologies, scientific journals.



MARTINA IMFELD

Project Manager, Political Scientist

Specialist areas:

Analysis of political subjects and issues, national votes and elections, election barometer, VOX analyses, communication controlling, media content analysis, ad-hoc studies, qualitative methods.



CINDY BEER

Project Manager, Sociologist

Specialist areas:

Communication controlling, media content analysis, ad-hoc studies, qualitative methods.



STEPHAN TSCHÖPE

Head of Operations and Maintenance, Political Scientist

Specialist areas:

Complex data analysis, IT and questionnaire programming, projections, party barometers, visualisation.



PHILIPPE ROCHAT

Project Assistant, Political Scientist

Specialist areas:

Data analysis / databases, programming, media analyses, research, visualisations.



MEIKE MÜLLER

Project Assistant, Sociologist

Specialist areas:

Data analysis, programming, media analyses, research, visualisations.



CAROLE GAUCH

Project Assistant, Political and Media Scientist

Specialist areas:

Data analysis, media analyses, research, visualisations.



ANDREA KOHLI

Administration, Specialist in German Studies

Specialist areas:

Desktop publishing, visualisation, project administration, presentation administration.

gfs.bern
Hirschengraben 5
Postfach 6323
CH – 3001 Bern
Tel: +41 31 311 08 06
Fax: +41 31 311 08 19
info@gfsbern.ch
www.gfsbern.ch